

Fast Track

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

GRANDE PRAIRIE
REGIONAL COLLEGE

BA 4099 - INTRODUCTION TO MARKETING
Winter 1998

Instructor: Carmen Hagstad

Section	Prerequisites	Corequisites	Credits	Classroom	Lab	Self-Directed	Other
BA 4099			3	120			

COURSE POLICY

1. Attendance: To get the most out of this course, regular attendance and participation in class activities is required. 15% of the course grade will be determined by class attendance.

2. Assignments are due at the beginning of class on the due date. Assignments may be handed in early, but 20% per day will be deducted for each day the assignment is late.

3. No make-up exams. Missed exams will be added to the final exam.

4. Percentage of the final exam is 35%.

5. Refer to page 19 of the college calendar.

All major assignments must be completed in order to complete this course.

- 30%
- 20%
- 35%
- 15%

- Assignments, Quizzes
- Midterm Exam
- Final Exam
- Class Participation