

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

5974

BA 1090 INTRODUCTION TO MARKETING

INSTRUCTOR: Curtis Kuzyk
Office C301
Tel: 539-2971 (office)
532-0953 (home)

OFFICE HOURS: Monday and Wednesday 10:00 A.M. to 12:00 P.M. or
whenever you drop by my office, and

TEXT: Fundamentals of Marketing, Sommers, Barnes et al.,
McGraw Hill Ryerson, sixth edition, 1992.

PREREQUISITE: Nil.

**COURSE
DESCRIPTION:**

The development of a strategic model and its implementation is the prime focus for this introductory course. Using the principles of product, price, promotion, and place as well as the crucial element of the consumer, students will develop analytical skills.

COURSE

OBJECTIVES: To acquaint students with terminology and fundamentals of marketing.

BA 1090 - Introduction to Marketing

TESTS: Only those students who contact me before a test will be permitted to write a supplementary.

- ASSIGNMENTS:
1. Barring legitimately exceptional circumstances assignments are due at the beginning of class on the due date. Late assignments will be docked 10% per school day late. Please note assignments are late as of 5 minutes after the beginning of class.
 2. Assignments must be typed.
 3. At the college level you are expected to submit assignments which are free of spelling and grammatical errors with excessive errors.

CASE MARKING

SCHEME:		Structure	Analysis
15	15	use of analytic	use of data
45		Total	

PUNCTUALITY/

Classes will start on time and review for material advanced will not be provided for latecomers.

Attendance is highly correlated with success. A record of attendance will be taken on six occasions during the course. (6 x 1 mark participation) No after-

illnesses will be entertained except for those supported by a doctor's certificate.

the fact that classes will

1030 INTRODUCTION TO MARKETING

NOTES:

- i) Class Contribution
 - responses to questions
 - questions raised
 - interaction with other students
 - demonstrated initiative

ii) System

Conversion from percentages to stanines as follows:

90 - 100%	9
80 - 89%	8
72 - 79%	7
65 - 71%	6
57 - 64%	5
50 - 56%	4
45 - 49%	3
26 - 44%	2
0 - 25%	1

PLAGIARISM: the taking of ideas and exact words of another and the offering of them as one's own. Plagiarism specifically consists copying verbatim from a book, magazine, etc.; using someone else's ideas, theory, interpretation, etc.; handing in a paper written by someone else.

The department of Administrative Studies is concerned about plagiarism within the program, as instructors we encourage student resources, whether primary or secondary, if they may take. If resources are used someone's exact words are used sources.

IF an instructor suspects plagiarism, he or she may:

- 1) wish to discuss the situation with the student...
- 2) try to find the original source

IF an instructor ACCUSES a student of plagiarism, he or she may assign:

- 1) a "0" for the assignment
- 2) a "0" for the course

IF a student accused of plagiarism wishes to contest the charge he/she should:

- 1) discuss the problem with the instructor
- 2) discuss the situation with the chairperson of the Department

COURSE SCHEDULE in general terms. Schedule is open to revision and change depending on ~~class~~ pace.

WEEK	TOPIC	TEXT	ASSIGN
CHAPTERS	DUE		
	Sept. 2	Introduction	
Introduction	2	8	Intr
		15	Stru
	22	Market Segmentation	4 & 5
	29	Buyer Behavior	
	6	Market Research	
		Product Development	
		Product Life Cycle	
		Marketing Channels	
		Advertising and Promotion	
			Research
			Research