

WILSON PRAIRIE REGIONAL COLLEGE
DEPARTMENT OF BUSINESS ADMINISTRATION
MCLENNAN
COURSE OUTLINE

F. 92

BA 1090 - INTRODUCTION TO MARKETING

INSTRUCTOR:

Ivan Desjardins

Telephone:

324-3737 (Office)

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TEXT:

Fundamentals of Marketing, Sommer
Hill Ryerson, sixth Canadian edition,

PREREQUISITE:

None.

COURSE

DESCRIPTION:

The development and implementation of a marketing strategy is the primary objective of this course.

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COURSE CONTENT

1. The Marketing Process
2. The Marketing Environment
3. Market Research
4. Product Development
5. Pricing
6. Promotion
7. Distribution

8. The Marketing Plan
9. The Marketing Mix
10. The Marketing Strategy
11. The Marketing Budget

12. The Marketing Plan as a Guide to Business

13. The Marketing Plan
14. The Marketing Strategy
15. The Marketing Budget
16. The Marketing Plan as a Guide to Business

17. The Marketing Plan as a Guide to Business

ASSIGNMENT POLICY

ATTENDANCE POLICY

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ATTENDANCE POLICY