

Business Administration

Course Number: **BUAD 116**

Course Title: **MARKETING**

Credits: **3**

Calendar Description: This course introduces students to the principles and practices of marketing and how they can be applied to organizations.

Professors

Michael Orwick Course Captain	250-762-5445 ext. 4683	K: E226	morwick@okanagan.bc.ca
Colin Wilson	250-762-5445 ext. 4328	K: C243	cwilson@okanagan.bc.ca
Stacey Fenwick	250-762-5445 ext. 4355	K: B209	sfenwick@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to

d

Notes

Students must earn at least half of the total exam marks to pass the course.
Work that is submitted late may be rejected or subject to loss of marks at the discretion of the professor. However, after 5 days (including weekends and holidays), <u>no work</u> will be accepted for grading. All materials submitted for grading must be professionally presented and WILL be marked for spelling and grammar as well as content.
There is a direct correlation between attendance in class and a good academic grade. It is highly recommended that students read text materials before classes. Any work missed as a result of failure to attend class is the responsibility of the student.
Term Work The term work grade will be based the individual professor's decisions. It may include (but not be limited to) quizzes, class participation, in-class work, and homework assignments.
Term Project The project is an individual assignment: Please see the assignment handout and professor for detailed instructions. You will be required to submit an electronic copy of the marketing papers to facilitate screening for plagiarism.
Exam Marks The exams can take different forms, but they will be focussed on evaluating the learning outcomes. These examinations will be scheduled throughout the semester and take place inside the classroom. Students must earn at least half of the total exam marks to pass the course.

Required Texts/Resources

<i>Principles of Marketing.</i> BCCampus OpenEd textbook. This is a free textbook, available to view or download at open.bccampus.ca/ or you can follow this link: https://open.bccampus.ca/find-open-textbooks/?uuid=ca3ef877-1f08-479d-a085-420121782a31&contributor=&keyword=&subject=Marketing Printed versions can be purchased from this same link.
--

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to