

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. Marketing processes are considered from consumer and business perspectives in a Canadian context. Topics include identifying needs, monitoring changes in the environment, managing products or services, distribution, promotion and pricing. *(also offered by Distance Education)*

Semester and Year: **Winter 2016**

Prerequisite(s):

Professors

Name	Phone number	Office	Email
Freedom Bannerholt	762-5445 #email	Kelowna: E225	morwick@okanagan.bc.ca
Devin Rubadeau	#4363	Kelowna: C139	drubadeau@okanagan.bc.ca
Dan Allen			

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), no work 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 limited to) quizzes, class participation, in-class work, and homework assignments

Course Schedule

Date

Topic

Textbook

