

Business Administration

Course Number:	BUAD 116
Course Title:	MARKETING
Credits:	3

Professors

Name	Phone number	Office	Email
	(250) 762-5445		
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Aidan Cole		Kelowna: C243	

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.

Term Project

The project has two components:

- a. Marketing Paper (20%)
- b. Marketing Presentations (10%)

Course Schedule

Date		Topic	Textbook
2017 Week of:		Tues. Jan 3 Classes begin Mon. Feb 13, Family Day – no classes Tue. - Fri. Feb 14 to 17 - Reading Break– no classes Mon. Apr 10 Last day of regularly scheduled classes Fri. Apr 14 and Mon. Apr 17 – Easter - no exams	
Jan	2	Introduction to Course Contemporary Marketing	Ch 1
	9	The External Marketing Environment Product Management (mini-term 1)	

