



**Professors**

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**Learning Outcomes**

Upon completion of this course students will be able to

define the term marketing in the context of the process for creating exchanges of value.

explain the application of ethics and Corporate Social Responsibility in the marketing context.

conduct a SWOT analysis of a major company.

explain the role of marketing research and decision support systems in the strategic planning process for marketing.

compare the key concepts and theories relating to consumer and business to business decision making processes.

describe the process of market segmentation when choosing an appropriate target market for a product or service.

describe the key concepts and theories relating to the four P's of marketing: Product, Place, Price and Promotion.

**Course Objectives**

This course will cover the following content:

See Course Schedule

**Evaluation Procedure**

Term Work	25%
Term Project	25%
Exams*	50%
Total	100%

\* Students must earn at least 60% the total exam marks to pass the course

**Notes**

Students must earn at least 60% of the total exam marks to pass the course.
Work that is submitted late may be rejected or subject to loss of marks <b>at the discretion of the professor</b> . 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.
<b>Term Work</b> The term work grade will be based the individual professor's decisions. It may include (but not be limited to) quizzes, presentations, class participation, in-class work, and individual assignments.
<b>Term Project</b> The project is a simulation of marketing for a video game company. It is worth a total of 25% of your course grade. Details will be provided by your professor.
<b>Exam Marks</b> The exams can take different forms, but they will be focussed on evaluating the learning outcomes. In-class examinations will be scheduled throughout the semester and are worth 50% of the grade. Students must earn at least <b>60% of the total exam marks</b> to be eligible to pass the course.

**Required Texts/Resources**

<b>THINK Marketing</b> . (Tuckwell, Jaffey) Third Edition. 978-0-13-442471-2 Pearson Canada © 2019, 2016 <b>Marketing Simulation</b> (Praxar) <a href="http://www.praxar.com/">www.praxar.com/</a> . Price is approximately \$38 CND.
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## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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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**

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### **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?**