



**Professors**

Name	Phone number	Office	Email
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**Learning Outcomes**

<p>Upon completion of this course students will be able to</p> <ul style="list-style-type: none"> <li>x define the term marketing in the context of the process for creating exchanges of value.</li> <li>x explain the application of ethics and Corporate Social Responsibility in the marketing context.</li> <li>x conduct a SWOT analysis of a major company.</li> <li>x explain the role of marketing research and decision support systems in the strategic planning process for marketing.</li> <li>x compare the key concepts and theories relating to consumer and business to business decision making processes.</li> <li>x describe the process of market segmentation when choosing an appropriate target market for a product or service.</li> <li>x describe the key concepts and theories relating to the four P's of marketing: Product, Place, Price and Promotion.</li> </ul>
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**Course Objectives**

<p>This course will cover the following content: See Course Schedule</p>
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Course Schedule

Date		Topic	Textbook
2023		Monday, September 6, First day of class Monday, October 2, Statutory Holiday (no classes) Monday, October 9, Statutory Holiday (no classes) Monday, November 13, Statutory Holiday (no classes) Thursday, December 7, Last day of class	
Sep	7	Introduction to Course	
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