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 2023**
Prerequisite(s):	No
Corequisite(s):	No
Prerequisite to:	BUAD 210; 266; 272; 278; 289; 291; 292; 293; 297; 298; BUAD 330, 333; 334; 336; 340; 345; 360; 390
Final Exam:	No
Hours per week:	3
Graduation Requirement:	BBA & Diploma - Required
Substitutable Courses:	No
Transfer Credit:	PMAC
Special Notes:	Credit may be received by passing a challenge exam
Originally Developed:	1984
EDCO Approval:	February 2000
Chair's Approval:	Dori Rubadeau

Professors

Name	Phone number	Office	Email
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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 Projects	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 **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 be limited to) quizzes, presentations, class participation, in-class work, and individual assignments.
Term Project 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.
Exam Marks 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 **60% of the total exam marks** to be eligible to pass the course.

Required Texts/Resources

Principles of Marketing *(BCcampus)* This is a FREE textbook. This book will be posted in PDF on Moodle. Students may download it as many times and to as many devices places as they wish. Print versions will be available from the college print shop for only the cost of printing (contact the college Book Store for details). ***Marketing Simulation*** (Praxar) www.praxar.com/. Price is approximately $40 CND.

Course Schedule

Date		Topic	Textbook
2023		Monday January 9, First day of class Monday February 20, Statutory Holiday (no classes) February 21 thru 24, Reading Week Friday April 7 and Monday April 10, Statutory Holidays (no classes) Friday April 14, Last day of class	
Jan	10 12	Introduction to Course What is Marketing?	 Ch. 1
	17 19	Strategic Planning Consumer Behaviour	Ch. 2 Ch. 3
	24 26	Business Buying Behaviour SWOT Training **(Quizzam 1: Ch. 1-2-3)**	Ch. 4
Feb	31 2	Market Segmenting, Targeting, & Positioning Creating Offerings	Ch. 5 Ch. 6
	7 9	Developing and Managing Offerings TOWS Training **(Quizzam 2: Ch. 4-5-6)**	Ch. 7
	14 16	Marketing Channels Supply Chains **(SWOT/TOWS due)**	Ch. 8 Ch. 9
	21 23	Reading Break (no classes)	
Mar	28 2	Gathering and Using Information Integrated Marketing Communications	Ch. 10 Ch. 11
	7 9	No lesson **(Quizzam 3: Ch. 7-8-9)** Public Relations, Social Media & Sponsorships	 Ch. 12
	14 16	Price, the Only Revenue Generator Price formula review / Simulation Registration & Practice	Ch. 15
	21 23	The Marketing Plan **(Quizzam 4: Ch. 10-11-12)** Simulation Practice & Final Preparation	Ch. 16
	28 30	Simulation Run Presentations / Simulation Run	
Apr	4 6	Presentations / Simulation Run Presentations / **(Quizzam 5: Ch. 15-16)**	
	11 13	Presentations / Simulation Run Presentations / Simulation Run	
		No Final Exam	

This outline is a guideline only. It is subject to change by the professor.

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 other students who are taking the test or examination."

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as "the presentation of another person's work or ideas without proper or complete acknowledgement." It is the serious academic offence of reproducing someone else's work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

"Intentional plagiarism is the deliberate presentation of another's work or ideas as one's own." Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

"Unintentional plagiarism is the inadvertent presentation of another's work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit."

What are the Students' Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors' name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

"Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication "*Plagiarism Avoided; Taking Responsibility for your Work".* This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 7h edition (2019). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.