

MKTG 1000: INTRODUCTION TO MARKETING

Course outlines are reviewed annually as part of continual quality improvement. This course was last updated for the effective term below.

Effective Term

Winter 2019

Full Course Title

Introduction to Marketing

Subject Code

MKTG - PS Marketing

Course Number

1000

Academic Level

Post Secondary

Grade Mode

Numeric

PLAR Applicable

Yes

Total Hours

42

Course Description

In this overview course, students are introduced to the marketing of products and services to the ultimate consumer, with emphasis on the basic marketing premise that customer needs must be satisfied in order to achieve company objectives. Students gain insight into the complex and interdependent variables involved in developing successful marketing strategies. The strategic marketing planning process is introduced, along with the specific concepts and principles involved in the four key components of the marketing plan: Product, Price, Distribution, and Promotion Strategies.

Equivalent(s) Courses (One-Way)

AUTM 1001 - Terminated: USE MRKT 1000
BDE 2103 - Introduction To Marketing
EVNT 1008 - Event Marketing
MAF 9101 - Intro. au marketing
MAR 2102 - Marketing 1
MAR 9101 - Introduction To Marketing
MAR 9103 - Marketing Foundations
MKTG 1011 - replaced with MKTG 1012 Fall 2010
MKTG 1012 - Marketing 1 (ODE)
MRKT 1000 - Introduction to Marketing

Equivalent(s) Courses (Two-Way)

MKTF 1000 - Introduction au marketing
MKTG 1002 - Intro to Marketing (ODE)
MKTG 1004 - Marketing Foundations
MKTG 1009 - Marketing 1 (ODE)

Course Content

- the importance of sound planning and customer focus in marketing
- uncontrollable elements that impact the firm's marketing plan
- customer characteristics and market segmentation
- the role of marketing research and the various marketing research types

- the marketing process and marketing mix
- international markets, market entry strategies and marketing mix adaptation

Course Evaluation

The passing grade for this course is 50% unless otherwise noted below. The evaluation is comprised of:

- Tests 60%
- Assignments 40%

Tests/examinations/assignments must be written/submitted at the time specified. Requests for adjustments to that schedule must be made before the test/exam/assignment date to the faculty member. Failure to do so will result in a mark of "0", unless an illness/emergency can be proven with appropriate documentation at no cost to the College.

The passing grade for all courses is 50%, or letter grade of P (Pass) or S (Satisfactory) unless otherwise noted below. The passing weighted average for promotion through each semester of a program is 60% and is a requirement to graduate.

Course Learning Outcomes

Upon successful completion of this course, the student has reliably demonstrated the ability to:

1. explain the significance of a target market and a marketing mix in the development of a firm's marketing plan;

This learning outcome meets the following Essential Employability Skills(s):

EES1: Communication
EES4: Approaches to problem solving
EES5: Critical thinking to solve problems
EES6: Organization of information
EES7: Application of research and information

Evaluation

Introduced
Assessed

Upon successful completion of this course, the student has reliably demonstrated the ability to:

2. describe how the uncontrollable variables create opportunities and threats in the development of a firm's marketing plan;

This learning outcome meets the following Essential Employability Skills(s):

EES1: Communication
EES4: Approaches to problem solving
EES5: Critical thinking to solve problems
EES6: Organization of information
EES7: Application of research and information

Evaluation

Introduced
Assessed

Upon successful completion of this course, the student has reliably demonstrated the ability to:

3. articulate the consumer buying process and the factors that influence that process;

This learning outcome meets the following Essential Employability Skills(s):

EES1: Communication
EES5: Critical thinking to solve problems
EES6: Organization of information
EES7: Application of research and information

Evaluation

Introduced
Assessed

Upon successful completion of this course, the student has reliably demonstrated the ability to:

4. apply a variety of market segmentation and product positioning techniques to identify target market opportunities;

This learning outcome meets the following Essential Employability Skills(s):

EES4: Approaches to problem solving
EES5: Critical thinking to solve problems
EES6: Organization of information
EES7: Application of research and information

Evaluation

Introduced
Assessed

Upon successful completion of this course, the student has reliably demonstrated the ability to:

5. describe the marketing research process as a decision-making tool in the development of a firm's marketing plan;

This learning outcome meets the following Essential Employability Skills(s):

EES4: Approaches to problem solving
EES5: Critical thinking to solve problems
EES6: Organization of information
EES7: Application of research and information

Evaluation

Introduced
Assessed

Upon successful completion of this course, the student has reliably demonstrated the ability to:

6. describe the strategic marketing process, including the basic components that comprise a firm's marketing program;

This learning outcome meets the following Essential Employability Skills(s):

EES1: Communication
EES5: Critical thinking to solve problems
EES6: Organization of information
EES7: Application of research and information

Evaluation

Introduced
Assessed

Upon successful completion of this course, the student has reliably demonstrated the ability to:

7. discuss the major factors that influence global marketing and the different global marketing strategies;

This learning outcome meets the following Essential Employability Skills(s):

EES1: Communication
EES5: Critical thinking to solve problems
EES6: Organization of information
EES7: Application of research and information

Evaluation

Introduced
Assessed

Upon successful completion of this course, the student has reliably demonstrated the ability to:

8. articulate the importance of environmental sustainability in achieving organizational objectives;

This learning outcome meets the following Essential Employability Skills(s):

EES1: Communication
EES5: Critical thinking to solve problems
EES6: Organization of information
EES7: Application of research and information

Evaluation

Introduced
Assessed

Upon successful completion of this course, the student has reliably demonstrated the ability to:

9. explore the variety of marketing roles, including self-employment.

This learning outcome meets the following Essential Employability Skills(s):

EES4: Approaches to problem solving
EES5: Critical thinking to solve problems
EES6: Organization of information
EES7: Application of research and information

Evaluation

Introduced
Assessed

Key: 21276