

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. <i>(also offered by Distance Education)</i>
Semester and Year:	WINTER 2022
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:

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), <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.
<p>Term Work</p> <p>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, discussion forums, and individual assignments.</p>
<p>Term Projects</p> <p>The projects include a written assignment and 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.</p>
<p>Exam Marks</p> <p>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.</p>

Required Texts/Resources

<p>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).</p> <p>Marketing Simulation (Praxar) www.praxar.com/. Price is approximately \$38 CND.</p>
