



**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 25, 64.3 (vnd)-32 1ey	

