UNIVERSITY COLLEGE OF THE FRASER VALLEY

COURSE INFORMATION

DISCIPLINE/DEPARTMENT: **Business Administration** **IMPLEMENTATION DATE:** January 1995

Revised: November 2000

Bus 120	Essentials of Marketing	3
SUBJECT/NUMBER OF COURSE	**DESCRIPTIVE TITLE**	**UCFV CREDITS**

CALENDAR DESCRIPTION: An introductory survey course which examines the marketing environment and the fundamental principles underlying the selling of consumer and industrial goods and services. The course also examines market research, product planning, selection of trade channels and merchandising, advertising, pricing, promotion and selling techniques. Case studies are used extensively to emphasize fundamental principles.

RATIONALE:

COURSE PREREQUISITES: None

COURSE COREQUISITES: None

HOURS PER TERM FOR EACH STUDENT	**Lecture**	**30**	**hrs**	**Student Directed Learning**		**hrs**
	Laboratory		**hrs**			
	Seminar	**7**	**hrs**	**Other - specify:**		
	Field Experience		**hrs**	**Case Studies**	**8**	**hrs**
				TOTAL	**45**	**HRS**

MAXIMUM ENROLMENT: 35

Is transfer credit requested? : **Yes** **9** **No**

AUTHORIZATION SIGNATURES:

Course Designer(s): **Chairperson**: **Curriculum Committee**

Department Head: **Dean**:

PAC: Approval in Principle **(Date)** **PAC: Final Approval**: November 29, 2000 **(Date)**

OUTLN95/01/dd

Bus 120
NAME & NUMBER OF COURSE

SYNONYMOUS COURSES:

(a) replaces BUS 340
(course #)

(b) cannot take Bus 121,122 for further credit
(course #)

SUPPLIES/MATERIALS:

TEXTBOOKS, REFERENCES, MATERIALS (List reading resources elsewhere)

Basic Marketing, McCarthy, Shapiro & Perreault, 7th Canadian Edition, Irwin, 1994.
Learning Aid for use with Basic Marketing, McCarthy, Shapiro & Perreault, 7th Canadian Edition, Irwin, 1994.

OBJECTIVES:

For the student to develop an overview of basic marketing principles and concepts.

METHODS:

Lecture, Seminar, Case Studies

STUDENT EVALUATION PROCEDURE:

Assignments	30%
Mid-term Exam	30%
Final Exam	40%
Total	100%

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COURSE CONTENT

The Role of Marketing in Society

The Role of Marketing in the Firm
- Uncontrollable Environments affecting Marketing

Marketing Opportunity Analysis
- Marketing Research

Demographic Dimensions of Consumer Market
- Behavioural Dimensions of Consumer Market

Organizational Customers

Segmenting Markets and Forecasting

Product Planning
- Product Management and Development

Place and Physical Distribution

Retailing, Wholesaling

Promotion - Introduction

Personal Selling and Advertising

Pricing

International markets
- Social responsibility