

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: BUS 120		Number of Credits: 3 Course credit policy (105)															
Course Full Title: Essentials of Marketing Course Short Title: <i>(Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)</i>																	
Faculty: Faculty of Professional Studies		Department (or program if no department): School of Business															
Calendar Description: Introduces students to the entire breadth of marketing activities, with emphasis given to applying the marketing management process. This process includes the creation, communication, and delivery of value to customers, and the ongoing management of customer relationships.																	
Prerequisites (or NONE):		BUS 100 or AGRI 142.															
Corequisites (if applicable, or NONE):		None															
Pre/corequisites (if applicable, or NONE):		None															
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: BUS 121 and BUS 122, BUS 340 Cross-listed with: Dual-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Special Topics <i>(Double-click on boxes to select.)</i> This course is offered with different topics: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, topic will be recorded when offered.)</i>															
		Independent Study If offered as an Independent Study course, this course may be repeated for further credit: <i>(If yes, topic will be recorded.)</i> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit															
		Transfer Credit Transfer credit already exists: <i>(See bctransferguide.ca.)</i> <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes Submit outline for (re)articulation: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, fill in transfer credit form.)</i>															
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar hours</td> <td>35</td> </tr> <tr> <td>Tutorials/workshops</td> <td>10</td> </tr> <tr> <td>Supervised laboratory hours</td> <td></td> </tr> <tr> <td>Experiential (field experience, practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Supervised online activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td>Total hours</td> <td>45</td> </tr> </table>		Lecture/seminar hours	35	Tutorials/workshops	10	Supervised laboratory hours		Experiential (field experience, practicum, internship, etc.)		Supervised online activities		Other contact hours:		Total hours	45	Grading System <input checked="" type="checkbox"/> Letter Grades <input type="checkbox"/> Credit/No Credit	
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Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Maximum enrolment (for information only): 36 Expected Frequency of Course Offerings: Every semester <i>(Every semester, Fall only, annually, etc.)</i>															
Department / Program Head or Director: Dr. Carl Janzen		Date approved: October 13, 2020															
Faculty Council approval		Date approved: November 13, 2020															
Dean/Associate VP:		Date approved: November 13, 2020															
Campus-Wide Consultation (CWC)		Date of posting: n/a															
Undergraduate Education Committee (UEC) approval		Date of meeting: December 18, 2020															

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- LO 1. Demonstrate the importance of marketing to the success of a business and to the needs of stakeholders.
- LO 2. Evaluate a firm's business environment and how it impacts a firm's survival.
- LO 3. Explain the approaches and tools used to conduct market and marketing analysis.
- LO 4. Describe the various bases of segmentation and the strategies and tactics that can be used to position products.
- LO 5. Evaluate how the consumer buying behaviour differs from business buying behaviour.
- LO 6. Describe how the elements of the marketing mix (product, place, promotion and price) are created and integrated to position products in a selected target market(s).
- LO 7. Demonstrate how the marketing mix elements are integrated in designing a marketing strategy and marketing plan.

Prior Learning Assessment and Recognition (PLAR)

☒ Yes ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods (*Guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion.*)

Lectures, case studies, in-class exercises, individual assignments, group projects, and presentations.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (*If more space is required, download Supplemental Texts and Resource Materials form.*)

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1. Armstrong, G., Kotler, P., Trifts, V., & Buchwitz, L.	Marketing, An Introduction	<input checked="" type="checkbox"/>	Pearson	
2.		<input type="checkbox"/>		
3.		<input type="checkbox"/>		

Required Additional Supplies and Materials (*Software, hardware, tools, specialized clothing, etc.*)

A calculator approved by the UFV School of Business. (See the UFV School of Business student handbook for approved calculators).

Typical Evaluation Methods and Weighting

Final exam:	25%	Assignments:	20%	Field experience:	%	Portfolio:	%
Midterm exams:	25%	Team case analysis and presentation:	25%	Practicum:	%	Class participation:	5%
Quizzes/tests:	%	Lab work:	%	Shop work:	%	Total:	100%

Details (if necessary):**Typical Course Content and Topics**

Module One: Marketing function and philosophy

- Value creation
- The marketing concept
- Building stakeholder relationships
- Cases; presentations and workshops; Mid-term Exam (LO 1)

Module Two: Strategy and analysis foundations

- Marketing's role in strategic planning
- Analyzing the marketing environment
- Analyzing and using marketing information
- Cases; presentations and workshops; Mid-term Exam (LO 2–5)

Module Three: The marketing mix

- Product design and brand management
- Pricing strategies
- Distribution strategy and management
- Promotion strategy
- Cases; presentations and workshops (LO 6, 7)

Module Four: Ethics, strategic planning and control for marketing

- Sustainable marketing
- Marketing ethics
- Creating competitive advantage
- Cases; presentations and workshops (LO 1, 2, 7)

Term paper/project (LO 6, 7)

Final Exam (LO 4, 6, 7)