

BUS 210 (001)
Introduction to Marketing
COURSE OUTLINE

DISCLAIMER: THIS COURSE OUTLINE IS TENTATIVE AND SUBJECT TO CHANGE.

Semester:	Fall 2023
Class Time:	Section 001 10:00 AM to 11:15 PM (Mondays/Wednesdays)
Classroom:	Classroom: Education 623
Professor:	Dr. Grant A. Wilson
Office:	540.4
Phone:	(306) 337-3222
Email:	Grant.Wilson@uregina.ca
Website:	https://www.uregina.ca/business/faculty-staff/faculty/wilson-grant.html

<u>Class Delivery:</u>	With the exception of September 27 and November 13 (recorded lectures), all classes are live and in-person in Education 623.
<u>Contacting Professor:</u>	Students are encouraged to contact the professor and an appointment can be set up if needed. Email is preferred and please use business etiquette at all times. Please use your university email address as external emails (e.g., Hotmail.com) may not get through the University's system.
<u>UR Courses:</u>	The course website can be accessed via https://www.uregina.ca/urcourses/ . It contains all course material including lecture slides, assignment information sheets, supplementary readings, and the case study.
<u>Office Hours:</u>	By appointment via Zoom only.
<u>Need for Accommodation:</u>	The Centre for Student Accessibility upholds the University's commitment to a diverse and inclusive learning environment by providing services and supports for students based on disability, religion, family status, and gender identity. Students who require these services are encouraged to contact the Centre for Student Accessibility to discuss the possibility of academic accommodations and other supports as early as possible. For further information, please email accessibility@uregina.ca .
<u>Pre-requisites:</u>	N/A
<u>Textbook:</u>	Padgett, D. & Loos, A. (2021). <i>Applied Marketing (2ⁿ Edition)</i> . Wiley. ISBN: 9781119690610.

<p><u>Course Description:</u></p>	<p>This course offers a broad introduction to the field and practice of marketing. We will explore how products and services are strategically marketed. We will study not only how products and services are marketed, but also how ideas, people, organizations, and places can be considered market offerings. To build successful marketing strategies, marketers must consider the relationship between marketing and external forces. Therefore, we will explore how consumers think and behave in response to marketing, how other members of the distribution channel (like retailers or manufacturers) and marketers interact, and how the external environment impacts, and is impacted by, marketing.</p>
<p><u>Learning Objectives:</u></p>	<ol style="list-style-type: none"> 1. Identify the components, language, and frameworks of a successful marketing plan. 2. Recall and apply the fundamental marketing terminology and concepts appropriately. 3. Understand all of the marketing mix elements (product, place, price, and promotion) and how they are used to create customer and firm value. 4. Analyze consumer behavior by exploring factors that influence purchasing decisions, such as cultural, social, psychological, and personal influences. 5. Understand strategic marketing and organizational decision-making for customer and firm value creation. 4. Examine the fit between internal capabilities and resources as well as external opportunities and threats.
<p><u>Academic Integrity:</u></p>	<p>Be sure you understand Section 6A –Student Code of Conduct and Right to Appeal, contained in the 2021-2022 Academic Calendar. Ask your instructor if you have any doubts or questions about what constitutes misconduct. https://www.uregina.ca/student/registrar/resources-for-students/academic-calendars-and-schedule/undergraduate-calendar/index.html. Also refer to the Hill School Code of conduct: https://www.uregina.ca/business/hill/assets/docs/pdf/Hill-and-Levene-students-code-of-conduct.pdf</p>

Grading:

Assignment / Test:	Due Date:	% of Course Grade
Midterm Exam #1	October 16, 2023	20%
Midterm Exam #2	November 1, 2023	20%
Final Exam	December 14, 2023 9:00 AM to 12:00 PM Location TBA	40%
TOTAL		100%

Midterm Exam (20%):

The first midterm exam will be a closed book on October 16, 2023, consisting of multiple-choice questions and short-answer questions. The content of the exam will include all material covered up to and including October 4, 2023. Students will be permitted to use a basic calculator. No electronic devices will be permitted in the exam. If you must miss the midterm exam due to a serious medical problem, then you **MUST** telephone the professor prior to the exam to re-schedule. A doctor's certificate will be required.

Midterm Exam (20%):

The second midterm exam will be a closed book on November 1, 2023, consisting of multiple-choice questions and short-answer questions. The content of the exam will include all material covered from October 18, 2023 to October 30, 2023. Students will be permitted to use a basic calculator. No electronic devices will be permitted in the exam. If you must miss the midterm exam due to a serious medical problem, then you **MUST** telephone the professor prior to the exam to re-schedule. A doctor's certificate will be required.

Final Exam (60%):

The exam is a closed book, consisting of multiple-choice, short-answer, and essay questions. The content of the exam will be comprehensive, covering all course material. Students will be permitted to use a basic calculator. No electronic devices will be permitted in the exam.

CLASS SCHEDULE

Class	Date	Topic	Reading	Assignments
1	Aug. 30	Introduction to Marketing	Ch. 1	
	Sept. 4	VICTORIA DAY (NO CLASS)		
2	Sept. 6	Organizing and Planning for Marketing	Ch. 2	
3	Sept. 11	Marketing Environment Market Analysis	Ch. 3	
4	Sept. 13	Consumer Behaviour	Ch. 4	
5	Sept. 18	Segmentation, Targeting, & Positioning	Ch. 6	
6	Sept. 20	The Marketing Mix	Ch. 7	
7	Sept. 25	Product Development	Ch. 8	
8	Sept. 27	NO CLASS		
9	Oct. 2	Placement & Distribution	Ch. 9	
10	Oct. 4	Pricing	Ch. 10	
	Oct. 8-15	READING WEEK (NO CLASSES)		
	Oct. 16	FIRST MIDTERM EXAM		
11	Oct. 18	Value Propositions	Reading #1	
12	Oct. 23	Advertising & Promotion	Ch. 11	
13	Oct. 25	Branding & Customer Connection	Ch. 8 & 12	
14	Oct. 30	Integrated Marketing Mix	Ch. 14	
	Nov. 1	SECOND MIDTERM EXAM		
15	Nov. 6	Marketing Opportunity Mapping	Reading #2	
16	Nov. 8	Marketing Research	Ch. 5	
16	Nov. 13	STUDY DAY (NO CLASS)		
17	Nov. 15	Guest Lecture (TBA)	N/A	
18	Nov. 20	Data Analytics	Ch. 13	
19	Nov. 22	Innovation & Marketing	Reading #3	
20	Nov. 27	Digital Marketing & Social Media	N/A	
21	Nov. 29	B2B Marketing & Sales	N/A	
22	Dec. 4	Review Class	N/A	
	Dec. 14	FINAL EXAM		