

**COURSE CODE:** BUAD 116

**COURSE TITLE:** Marketing

---

### **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. *(also offered by Distance Education).*

**Prerequisite(s):** None

**Co-requisite(s):** None

**Prerequisite For:** BUAD 210; 266; 272; 278; 289; 291; 292; 293; 297; 298;  
BUAD 330, 333; 334; 336; 340; 345; 360; 390

**Substitutable Courses:** None

**Graduation Requirement:** BMA & Diploma - Required.

**Transfer Credit:** PMAC

**Special Notes:** Credit may be received by passing a challenge exam.

**Credits:** 3

**Hours per Week:** 3

**Originally Developed:** 1984

**EDCO Approval:** February 2000

---

**CHAIR'S APPROVAL:** 

---

## Learning Outcomes

|         |   |
|---------|---|
| Outcome | Upon completion of this course students will be able to:  |
| 1       | <b>Define</b> the term marketing in the context of the process for creating exchanges of value.                             |
| 2       | <b>Explain</b> the application of ethics and Corporate Social Responsibility in the marketing context.                      |
| 3       | <b>Conduct a SWOT analysis</b> of a major company.  |
| 4       | <b>Explain</b> the role of marketing research and decision support systems in the strategic planning process for marketing. |
| 5       | <b>Compare</b> the concepts and theories relating to consumer and business to business decision making processes.           |
| 6       | <b>Describe</b> the process of market segmentation when choosing an appropriate target market for a product or service.     |
| 7       | <b>Describe</b> the key concepts and theories relating to the four P's of marketing: Product, Place, Price and Promotion.   |

## Course Objectives

Objectives      This course will cover the following content:  
See weekly course schedule below

## Professors

| Name                           | Phone Number | Office | Email  |
|--------------------------------|--------------|--------|--|
| Mark Ziebarth (Course Captain) | ext 4994     | K-B127 | <a href="mailto:mziebarth@okanagan.bc.ca">mziebarth@okanagan.bc.ca</a>   |
| Michael Conlin                 | ext. 2318    | K-E222 | <a href="mailto:mconlin@okanagan.bc.ca">mconlin@okanagan.bc.ca</a>       |
| Michael Orwick                 | ext. 4683    | K-E226 | via Moodle quickmail   |
| Patrick Schryburt              | ext 4456     | K-E214 | <a href="mailto:pschryburt@okanagan.bc.ca">pschryburt@okanagan.bc.ca</a> |
| Edward Pye                     | ext. 4130    |        | <a href="mailto:epye@okanagan.bc.ca">epye@okanagan.bc.ca</a>             |

## Evaluation Procedure

---

|              |              |
|--------------|--------------|
| Term Work    | 25 %         |
| Term Project | 25 %         |
| Exams*       | 50 %         |
| <b>Total</b> | <b>100 %</b> |

---

\*Students must earn at least 60% the total exam marks to pass the course

### What is the acceptable and approved use of Artificial Intelligence (AI) in this course?

#### Generative AI tools are not permitted unless explicitly stated otherwise

- The use of generative artificial intelligence tools is strictly prohibited in all course assignments unless explicitly stated otherwise by the instructor in this course. This includes ChatGPT and other artificial intelligence tools and programs. Whenever generative AI tools are permitted and used, they must be appropriately cited. (See [How to cite ChatGPT \(apa.org\)](#))

## Required Materials

**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 device 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).

**Marketing Simulation** (Praxar) [www.praxar.com/](http://www.praxar.com/). Price is approximately \$40 CND.

## 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), no work 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.

#### Term Work (25 %)

The term work grade will be based on the individual Professor's decisions. It may include (but not limited to) quizzes, presentations, class participation, in-class work, and individual assignments.

#### Term Project (25 %)

The project is a simulation of marketing for a video game company. It is work a total of 25% of your course grade. Details will be provided by your Professor.

#### Exam Marks (50 %)

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.

## Course Schedule

(Subject to change at the discretion of the professor)

| Date             |       | Topic   | Textbook                                 |
|------------------|-------|---|--|
| 2024<br>Week of: |       | Monday, September 30th, Statutory Holiday (no classes)<br>Monday, October 14th, Statutory Holiday (no classes)<br>Monday, November 11th, Statutory Holiday (no classes) | Chapter(s):                              |
| <b>Sept</b>      | 4     | Introduction to the Course  |  |
|                  | 9/11  | What is Marketing?<br>Strategic Planning  | Chap 1<br>Chap 2                         |
|                  | 16/18 | Consumer Behaviour<br>Business Buying Behaviour   | Chap 3<br>Chap 4                         |
|                  | 23/25 | Catch-Up & Quiz<br>Market Segmenting, Targeting & Positioning   | <b>Quizzam #1: Chap 1-3</b><br>Chap 5    |
| <b>Sept/Oct</b>  | 30/2  | Holiday (No classes)<br><b>SWOT Assignment</b>  |  |
|                  | 7/9   | Creating Offerings/Developing & Managing Offerings<br>Catch-Up & Quiz   | Chap 6/7<br><b>Quizzam #2: Chap 4-6</b>  |
|                  | 14/16 | Holiday (No classes)<br>Marketing Channels/Supply Chains  | Chap 8/9                                 |
|                  | 21/23 | Gathering & Using Information<br>Integrated Marketing Communications  | Chap 10<br>Chap 11                       |
|                  | 28/30 | Catch-Up & Quiz<br><b>TOWS Assignment</b>   | <b>Quizzam #3: Chap 7-9</b>              |
| <b>Nov</b>       | 4/6   | Public Relations, Social Media & Sponsorships<br>Price, the Only Revenue Generator  | Chap 12<br>Chap 15                       |
|                  | 11/13 | Holiday (No classes)<br>The Marketing Plan  | <b>Quizzam #4: Chap 10-12</b><br>Chap 16 |
|                  | 18/20 | Simulation Tutorials & Practice (Practice Zone ends on 19 <sup>th</sup> )<br>Simulation Run   |  |
|                  | 25/27 | Simulation Run<br>Presentations/Simulation Run  | <b>Quizzam #5: Chap 15-16</b>            |
| <b>Dec</b>       | 2/4   | Presentations/Simulation Run<br>Presentations/Simulation Run  |  |
|                  | 10-20 | <b>Final Exam Period/No Final Exam in this Course</b>   |  |

Simulation Schedule (Subject to Change)

Wednesday Nov. 20

Round 1 (midnight)

Monday Nov. 25

Round 2 (midnight)

Wednesday Nov. 27

Round 3 (midnight)

Friday Nov. 29

Round 4 (midnight)

Monday Dec. 2

Round 5 (midnight)

Wednesday Dec. 4

Round 6 (noon deadline)

## Skills Across the Business Curriculum

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## Student Conduct and Academic Honesty

### What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009)). A copy of the APA manual is available in the reference section and available for circulation from OC libraries. The library website has access to these two major citing styles.

### What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating, and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.