

DISCLAIMER: This course outline is only a sample and is subject to change. Course materials, assignments, dates, and weighting will vary depending on delivery format and instructor.

Territory Acknowledgement

We acknowledge and respect the lək'wəjən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and W̱SÁNEĆ peoples whose historical relationships with the land continue to this day.

MARKETING

BMBA 240

Course Description

This course has been designed to introduce you to the fundamentals of marketing. You will learn the fundamentals of key marketing theories, concepts, and principles as well as their application in making sound marketing management decisions in a variety of for-profit and not-for-profit organizations. Part of the focus of this course is to give you two perspectives – that of an aspiring marketer but also to have you be a more astute consumer. When you consider that much of what is marketed are things we don't really need, it makes some sense to pay attention to cues and approaches so that we can make decisions that work for us - both professionally and personally.

Learning Outcomes

Upon completion of this course, you will be able to:

- Explain what Marketing is and describe how the elements of Marketing are used to support organizational planning and strategy
- Apply secondary market research to inform Marketing decisions
- Evaluate how consumers are defined and considered in Marketing plans and strategy
- Analyze how organizations use the Marketing Mix (Product, Place, Price, Promotion) to build a Marketing strategy
- Show effectiveness as a team and class member in an online environment

Required Learning Resources

Jaffey, M., Tuckwell, K. J. (2018). *Think marketing* (3rd ed.). **Custom Textbook**. Toronto, Canada: Pearson Education. (MyLab Marketing Access Card NOT required)

You may choose the format you prefer.

Available at the UVic bookstore.

Class Schedule

Week	Topics	Readings and Activities
Week 1- Jan 9	Let's know the course, your classmates, and your instructor	Introduce yourself to the class
Week 2- Jan 16	Introduction to Marketing	Chapter 1 of Think Marketing
Week 3- Jan 23	The External Environment	Chapter 2 of Think Marketing
Week 4- Jan 30	Ethics and Social Responsibility	Read about Ubah Buttler
Week 5- Feb 6	Segmentation and Positioning	Chapter 7 of Think Marketing
Week 6- Feb 13	Market Intelligence and Research	Chapter 4 of Think Marketing
Week 7- Feb 20	Buying Behaviour	Chapter 5 of Think Marketing
Week 8- Feb 26	Products and the Product Life Cycle	Chapters 8 & 9 of Think Marketing
Week 9- Mar 5	Place	Chapter 12 of Think Marketing
Week 10- Mar 12	Pricing	Chapter 11 of Think Marketing
Week 11- Mar 19	Promotion	Chapters 14 & 15 of Think Marketing
Week 12- Mar 26	Pulling it all Together	Group work/ Summary on the board
Week 13- Apr 2	Course administration	Final Marks/ Your questions

Evaluation

Assignment	Mark
Assignment 1A Step 1 (Group)	15%
Assignment 1B (Individual)	30%
Assignment 2 A Case Study (Individual)	20%
Quizzes	20%
Participation	15%
Total	100%

Description of Assignments

Assignment 1A

Due Date: Week 6 and Week 12

Grade: 15%

Assignment 1B

Due Date: Week 7

Grade: 30%

Assignment 2: A Case Study (Analyzing Marketing Efforts)

Due Date: Sunday, March 31, 2024

Grade: 20%

SAMPLE