

Professors

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Learning Outcomes

Upon completion of this course students will be able to

- define the term marketing in the context of the process for creating exchanges of value.
- explain the application of ethics and Corporate Social Responsibility in the marketing context.
- conduct a SWOT analysis of a major company.
- explain the role of marketing research and decision support systems in the strategic planning process for marketing.
- compare the key concepts and theories relating to consumer and business to business decision making processes.
- describe the process of market segmentation when choosing an appropriate target market for a product or service.
- describe the key concepts and theories relating to marketing: Product, Place, Price and Promotion.

Course Objectives

This course will cover the following content:
See Course Schedule

Evaluation Procedure

Term Work	20%
Mid-term Exams	25%
Term Project	30%
Final Exam	25%
Total	100%

Notes

Students must earn at least half 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

The term work grade will be based the in-class work. It may include (but not limited to) quizzes, class participation, in-class work, and homework assignments.

Term Project

Course Schedule

Date	Topic	Textbook
Week of:	Tue. Sep. 6 - College-wide orientation day Wed. Sep. 7 - Classes begin Mon. Oct. 10 - Thanksgiving Day (no classes) Fri. Nov. 11 - Remembrance Day (no classes) Tues. Dec. 6 - Last day of regularly-scheduled classes	
	Introduction to Course Contemporary Marketing	Ch 1
	The External Marketing Environment Marketing Intelligence	Ch 2 Ch 3
	Project Part 1 Consumer Buying Behaviour	Ch 4
	Business-to-Business Marketing and Behaviour Mid-term Exam #1 (Chapters 1 - 5)	Ch 5
	Distribution and Supply Chain Management Product Strategy	Ch 12 Ch 8
	Project Part 2 Product Management	Ch 9
	Marketing Segmentation and Target Marketing Strategic Marketing Planning	Ch 6 Ch 7

