**MGMT 1006: Fundamentals of Marketing**

**Effective date**  
September 2017

**Department**  
Canadian Business Mgnt. Diplom

**Description**  
This course engages students in a detailed study of basic marketing principles and functions and their application to a variety of industry sectors. Students develop a conceptual understanding of strategic marketing planning, product development, positioning, and pricing. All elements of the marketing mix, including communications channels and personal selling are examined. Current and emerging trends in social media marketing and the use of data analytics, their use and importance in business are discussed.

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<thead>
<tr>
<th><strong>Credits</strong></th>
<th><strong>Year of study</strong></th>
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<tr>
<td>3.0</td>
<td>1st Year Post-secondary</td>
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**Prerequisites**  
Admission to the program

**Corequisites**  
None

**Course Learning Outcomes**
1. Use marketing terminology accurately and effectively
2. Perform a critical analysis of a marketing situation, and a SWOT and product mix analysis to determine appropriate action
3. Prepare the basis for a marketing plan
4. Define market segments that have the most desirable potential for business
5. Determine appropriate marketing mix, including product assessment, pricing strategy, communication strategies and distribution plan
6. Develop and present a full marketing plan
7. Develop a communication mix
8. Identify the benefits of various communication vehicles, including personal selling
9. Describe the relative strengths and weaknesses of personal selling, public relations, publicity and advertising as they apply to various industry sectors
10. Apply ethical decision-making in marketing and publicity that considers sustainability issues
11. Analyze the use and importance of emerging trends in marketing including the use of social media and data analytics

Prior Learning Assessment & Recognition (PLAR)
None

Hours
Lecture: 45

Instructional Strategies
Lectures, lab sessions, group discussions, case studies and presentations

Grading System
Letter Grade (A-F)

Passing grade
D (50%)

Evaluation Plan

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<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
<th>Assessment activity</th>
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<tbody>
<tr>
<td>Project</td>
<td>25</td>
<td>Marketing Plan</td>
</tr>
<tr>
<td>Project</td>
<td>15</td>
<td>Presentation</td>
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<tr>
<td>Exam</td>
<td>10</td>
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<td>Midterm Exam</td>
<td>15</td>
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<tr>
<td>Final Exam</td>
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**Course topics**

- 1. Introduction to marketing
- 2. Service characteristics
- 3. Role of marketing in strategic planning
- 4. Segmentation – targeting and positioning
- 5. Marketing environment
- 6. Marketing information systems
- 7. Consumer markets and buying power
- 8. Professional sales
- 9. Promoting products: promo and advertising
- 10. Promoting products: public relations and sales
- 11. Direct and online marketing
- 12. Using social media and data analytics in marketing

**Learning resources**

None

*Note:*

Course contents and descriptions, offerings and schedules are subject to change without notice.

**Broadway campus**

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**Downtown campus**

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