COURSE OUTLINE

2024/2025

COURSE NAME: Introduction to Marketing
COURSE CODE: MARK1130

COURSE DESCRIPTION

Marketing is at the heart of business success and growth by meeting customer needs and generating revenue. Students will learn key concepts, strategic marketing planning, methods of analysis, and tactics critical to understanding buyer behaviour and creating value for customers. Emphasis is placed on understanding the strategic marketing planning process. Students will conduct an environmental scan, identify target audiences and apply the four marketing mix components of product, price, place, and promotion.

Course Credits: 3.00
Equivalent Courses: AAC250,JRSB130,MARK166,MARK167

LEARNING OUTCOMES

OUTCOME	Upon successful completion of this course, you will be able to
1	Conduct a situational analysis to understand markets. The following concepts, skills, and issues are used to support this Outcome: • Describe basic marketing terminology. • Explain the role of marketing in an organization and the importance of meeting customer needs. • Conduct an environmental scan that includes summarizing relevant trends. • Describe various components of strategic marketing planning. • Construct and analyze a SWOT analysis. • Explain the concepts of customer relationship management and customer experience management. • Apply the stages in the consumer purchase decision process. • Analyze the situational, psychological, and socio-cultural influences on the consumer purchase decision process. • Explain the characteristics of business-to-business (B2B) marketing. • Describe the marketing research process, primary and secondary research, analytics, and other appropriate tools.

2	Apply segmentation, targeting, and positioning to strategy. The following concepts, skills, and issues are used to support this Outcome: • Describe the segmentation bases. • Analyze the need for segmentation of markets to create customer value. • Apply segmentation variables in selecting a target market. • Recommend target markets and positioning strategies.
3	Analyze marketing mix strategies. The following concepts, skills, and issues are used to support this Outcome: • Compare product and service characteristics. • Apply the total product concept to differentiate products. • Apply the product life cycle to new and existing products. • Explain the approaches to pricing and factors to consider when arriving at a final price. • Describe the integrated marketing communications (IMC) process. • Describe the promotional mix. • Explain the digital approaches used in marketing communication. • Discuss the value created by intermediaries in traditional and electronic marketing channels.
4	Develop components of a basic marketing plan. The following concepts, skills, and issues are used to support this Outcome: • Apply segmentation, product, price, distribution and communications strategies in a simulated environment. • Evaluate and reflect on the importance of understanding customers and the competition while executing marketing decisions in a simulated environment.

STUDENT EVALUATION

OUTCOME	ACTIVITY DESCRIPTION	MARK DISTRIBUTION
1 and 2	Midterm Assessment	20%
1, 2, 3 and 4	Simulation Projects	25%
1, 2, 3 and 4	Assignments	35%
3 and 4	Final Assessment	20%
	TOTAL	**100%**

COURSE COMPLETION REQUIREMENTS

The minimum passing grade for this course is grade point of 1.0 (50% or D). Higher grades may be required to use the course for transfer credit or to satisfy professional designation criteria. Please refer to the Grades Procedure AD 2.2 for more details on your calculation requirements to determine the grading level required to maintain satisfactory academic standing, for progression and graduation.

STUDENT EQUIPMENT AND SUPPLIES

All JR Shaw School of Business students are required to possess a computing device, either a desktop or laptop, that will meet the minimum technology requirements. This will enable you to engage in our digital learning environment and to participate in online assessments. In addition to the minimum technology requirements, your computing device must also support both audio and video streaming technologies and, as a result, must include hardware (either internal or external) such as a microphone and webcam. A broadband (high speed) internet connection is also required.

Your computing device must meet the following minimum technology requirements:

Windows:

- Windows 10
- Processor: Intel i Series 4th Gen or Better or AMD Ryzen Series
- Memory: 4 GB RAM minimum, 8 GB RAM recommended
- Solid State Drive recommended or Hard Drive (minimum free space 15 GB)
- Display resolution: 1366 x 768 minimum, 1920 x 1080 recommended
- Wi-Fi connection: Wireless N, AC or better
- Antivirus Protection: Windows Defender and Windows Firewall are recommended to protect your device and are pre-installed on your Windows computer

Apple:

- Mac Hardware Requirements:
  MacBook (Late 2009 or newer)
  MacBook Pro (Mid 2010 or newer)
  MacBook Air (Late 2010 or newer)
- MacOS High Sierra (10.13) or later
- Memory: 4 GB RAM minimum, 8 GB recommended
- Solid State Drive recommended or Hard Drive (minimum free space 15 GB)
- Antivirus Protection: No additional software is needed. Built-in firewall and security software available in System Preferences

Note: while tablets can support your learning, they are not recommended as a main device.

DELIVERY METHOD

This course may be taught using a variety of delivery methods such as face-to-face, online, or blended teaching platforms. Activities such as collaborative exercises/assignments, seminars, labs, discussion, audio/visual presentations, case studies, and work integrated learning may be used to support learning.

STUDENT RESPONSIBILITY

It is expected that students will be responsible citizens of the Institute by following the Student Rights and Responsibilities Policy(SR 1.0). As such, each student will assist in the preservation of Institute property, and assume responsibility for their education by staying informed of and abiding by academic requirements and policies; demonstrating respect toward others; and meet expectations concerning attendance, assignments, deadlines, and appointments.

EQUITY AND INCLUSION STATEMENT

NAIT is committed to advancing equity and to actively and intentionally creating learning environments that promote a sense of belonging and dignity that ensure all people are safe, respected and valued. Acknowledging that every member of the NAIT community has a role in and responsibility to this work, NAIT provides the resources and support necessary for programs, departments and individuals to champion equity, diversity and inclusion and address barriers in meaningful ways.

TERRITORIAL ACKNOWLEDGEMENT

At NAIT, we honour and acknowledge that the land on which we learn, work and live is Treaty Six territory. We seek to learn from history and the lessons that have come before us, and to draw on the wisdom of the First Peoples in Canada. Only through learning can we move forward in truth and reconciliation, and to a better future together.

Leadership Review Date: May 21, 2024

Changes to This Course Outline: Every effort has been made to ensure that information in this course outline is accurate at the time of publication. The Institute reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.

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