

***Disclaimer:** This is a sample course outline and is subject to change. Official course outlines will vary depending on delivery format and instructor*

Territory Acknowledgement

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

BMBA240: Marketing

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.

We will cover a lot of diverse business concepts such as demographic and psychographic segments, understanding the history of marketing, product life cycles, the four p's, and marketing plan development.

Learning Objectives

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

Resources

The textbooks for this course are available to you as Open Education Resources. They can be downloaded at no cost:

- [Introduction to Marketing I 2e \(MKTG 1010\) – Simple Book Publishing](#) (Chapters 1 – 8)
- [Introduction to Marketing II 2e \(MKTG 2005\) – Simple Book Publishing](#) (Chapters 9 – 13)

Weekly Schedule

Week	Content	Assignment(s) due
Week 1	Course Overview/ Group Project Launch	
Week 2	Introduction to Marketing Readings: Ch. 1	
Week 3	External Marketing Environment	Quiz 1
Week 4	Ethics and Social Responsibility Readings: Ch. 5	
Week 5	Segmentation and Positioning Readings: Ch. 3	
Week 6	Market Intelligence and Research Readings: Ch. 6	Assignment #1 Due
Week 7	Buying Behaviour Readings: Ch. 7	
Week 8	Product Management and Strategy Readings: Ch. 9 & 10	Quiz 2 Assignment #2 Due
Week 9	Place and Distribution Readings: Ch. 12	
Week 10	Pricing Decisions Readings: Ch. 11	
Week 11	Promotion and IMC Readings: Ch. 13	Quiz 3
Week 12	Putting it all together	Assignment #3 & IMC Plan
Week 13	Wrap Up	

Assignments & Evaluation

Assignment	Description of Assignment	Weight
Assignment #1 Situational Analysis	The purpose of Assignment 1 is to get you to develop some of the tools required early in the marketing process that will help guide product and market development later. It will involve working creatively with a small group of peers and then shifting to undertake extensive research as you develop a product or service idea.	20%
Assignment #2 Case Study	In this individual assignment, you will critically analyze the marketing efforts of an established product or organization, making direct connections to course concepts. Demonstrate your understanding by applying course knowledge and offering thoughtful recommendations to enhance the organization's marketing strategy. Your analysis should clearly show that you have read, understood, and can effectively apply what we are learning in class. Please use the provided template to structure your work—do not deviate from this format.	20%
Assignment #3 Marketing Plan	This assignment is an individual assignment based on the work you did in your small group for Assignment 1. The knowledge that you now have for your product idea can now be expanded and applied to a high-level marketing plan.	35%
Quiz 1		5%
Quiz 2		5%
Quiz 3		5%
Participation		10%

Usage of GenAI

Please be advised that in this course you are **not authorized** to use any form of generative AI. In order to successfully complete course activities, **generative AI is not required nor welcomed**. Students should not make any use of generative AI tools such as ChatGPT, Grammarly, among others that use AI for content generation and editing. As the University of Victoria states in its Academic Integrity Policy "Academic integrity requires commitment to the values of honesty, trust, fairness, respect, and responsibility.". Therefore, I expect you to comply with the course syllabus and I encourage you to enhance your academic experience in this course by refraining from using generative AI.

Attendance Requirements

The course emphasizes **active engagement, collaborative teamwork, and hands-on learning**. Attendance is crucial and considered mandatory for all participants for all sessions (full 3 hours) of the course. Please inform your instructor in advance if you're unable to attend any class sessions. Please note that missing more than one session (3 hours) requires a valid and sufficient reason for absence with verifiable circumstances that substantially prevent your attendance. Your commitment to active participation significantly contributes to your learning experience in this course.

Participation Expectations

- Instructors will track attendance and participation throughout the term. Students who do not attend class may be assigned an "N" grade for the course. Attendance will be taken within the first 15 minutes of class and may be taken later as a second check.
- **If you arrive later than 15 minutes, the door will be closed. Please wait until breaktime to enter the class.**
- Instructors can assign a **final grade of N or refuse** a student to **write a final exam, final assignment, or any assignment that follows multiple absences** or misconduct **if a learner has failed to meet the course's minimum attendance requirements** as identified above. They may also refuse admission to a lecture, learning activity, assignment, or exam because of lateness, misconduct, inattention, or failure to meet the responsibilities of the course noted in this outline.
- The instructor reserves the right to not grade assignments submitted by students who have not maintained regular attendance and participation, and a zero grade being assessed for non-submission.
- Missing **more than one session (3 hours)** requires a valid and sufficient reason for absence.
- Arrive on time and remain for the full session; leaving without permission will be marked **absent**. Please note that work schedule conflicts as well as car, bus, carpooling, or ferry delays are generally not accepted as sufficient reasons for absence beyond the one-session limit.
- Students are expected to actively interact with **course materials, peers, and instructors**, including contributing to discussions and teamwork.
- Students are expected to complete assignments and assessments on time and submit work by the due date.
- **Technology use** (cell phones, tablets, laptops, smart glasses/ watches) must be limited to course-related activities only.
- Participation includes respectful active listening, not just talking.
- This course is delivered in a collaborative, discussion-based learning environment. Students are expected to demonstrate respectful and attentive behaviour at all times.
- University policy allows an instructor to refuse a student admission to class because of lateness, misconduct, disruptive behaviour, inattention, or failure to meet the responsibilities of the course.
- It is students' responsibility to be familiar with the criteria in which they are being assessed for this course. Please refer to the specific information under each assessment.

Group Participation Expectations

- Active participation in group work and meetings is required. Students who fail to attend or contribute to group work may be removed from their group, at the instructor's discretion, and deemed ineligible to participate in or receive marks for the group project, including the group presentation.

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