

**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 WSÁNEĆ peoples whose historical relationships with the land continue to this day.

# MARKETING

## BMBA 240 C41

### 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 Plan
- Show effectiveness as a team and class member

### 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, Activities, Due Dates
Week 1	Welcome, overview & expectations Modern Marketing	Chapter 1
Week 2	The External Marketing Environment	Chapter 2
Week 3	Strategic Marketing Planning	Chapter 3 Quiz 1 Assignment 2, Part 1 Due: Agency Development & Identification of Potential Client
Week 4	Market Research	Chapter 4
Week 5	Consumer Buying Behaviour	Chapter 5 Assignment 1 due: Interview with a Marketing Professional
Week 6	Market Segmentation & Target Marketing	Chapter 7
Week 7	The 4 P's: Product Strategy & Management	Chapter 8&9 Quiz 2
Week 8	The 4 P's: Pricing	Chapter 11 Assignment 2, Part 2 Due: Developing the Background for your Marketing Plan
Week 9	The 4 P's: Placement	Chapter 12 Quiz 3
Week 10	The 4P's: Promotion	Chapter 14 & 15
Week 11	Services & Not-for-Profit Marketing	Chapter 10 Quiz 4
Week 12	Presentations Ethics & Social Responsibility for Marketers	Assignment 2, Part 3 Due: The Plan
Week 13	Presentations	Assignment 2, Part 4 Due: The Client Presentation Assignment 3 Due: Professional Conduct/Personal Brand/Engagement Peer Reviews Course Evaluations

## Evaluation

Assignment	Mark
Interview with a Marketing Professional (Individual)	15%
Quizzes (4)	20% (5% each)
Marketing Plan Part 1 (Group)	5%
Marketing Plan Part 2 (Group)	10%
Marketing Plan Part 3 (Group)	20%
Marketing Plan Part 4 (Group)	20%
Professional Conduct/Personal Brand/Class Engagement	10%
	<b>Total 100%</b>

## Description of Assignments

### Assignment 1: Interview with Marketing Professional (Individual)

**Due Date:** Week 5

**Grade:** Worth 15%

### Assignment 2: Marketing Plan (Group)

**Due Date: Part 1** Week 3

**Part 2** Week 8

**Part 3** Week 12

**Part 4** Week 13

**Grade:** Worth 40%

### Assignment 3: Professional Conduct/Personal Brand/Engagement (Individual)

**Due Date:** Week 13

**Grade:** Worth 10%