

(MKTG 1000) Introduction to Marketing

Course Description

This course will deal with the fundamental aspects of market analysis, including the management of products, pricing, place or distribution, and promotion activities. Next, this course will present related topics to the understanding and application of marketing. Finally, this course will provide a basic understanding of customer satisfaction, a measurement that is necessary for an organization to survive. By the end of this course, students will understand the importance of the marketing function to any organization.

Learning Objectives

By the end of this course, students will be able to:

- Describe the different environments (e.g., socio-cultural, economic, competitive, etc.) in which strategic marketing decisions are made.
- Identify and explain the elements of the marketing mix.
- Identify specific management and marketing skills needed in a marketing organization.
- Apply management and marketing skills in the decision-making process of planning and implementing marketing strategies.
- Explain the essentials of a consumer decision-making process.
- Create the fundamental elements of a marketing plan, including the current marketing situation, SWOT analysis, and competitive analysis.
- Explain specific strategies for target markets (geographics, demographics, behavioural including psychographics, lifestyle considerations, and usage rates).
- Explain specific strategies for positioning and the marketing mix.

Grade Scheme: Letter Grade

Minimum Pass: 50%

Credit Weight: 3 Credits

Deliverables:

- **Discussion Postings**
- **Quizzes**
- **Team Assignments**
- **Written Assignments**

* Please note that this document is for marketing purposes and that the details of the course including grading, assessments and objectives may change or vary.

Grade	Grade Point Average (GPA)	Percentage
A+	4.3	90-100%
A	4.0	85-89%
A-	3.7	80-84%
B+	3.3	77-79%
B	3.0	73-76%
B-	2.7	70-72%
C+	2.3	65-69%
C	2.0	60-64%
C-	1.7	55-59%
D	1.3	50-54%
F	0.0	0-49%