

**COURSE CODE:** BUAD 116

**COURSE TITLE:** Marketing

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## Calendar Description

This course introduces students to the principles and practices of marketing and how they can be applied to organizations. Marketing processes are considered from consumer and business perspectives in a Canadian context. Topics include identifying needs, monitoring changes in the environment, managing products or services, distribution, promotion and pricing.

Prerequisite(s): None

Co-requisite(s): None

Prerequisite For: BUAD 210; 266; 272; 278; 289; 291; 292; 293; 297; 298;  
BUAD 330, 333; 334; 336; 340; 345; 360; 390

Substitutable Courses: None

Graduation Requirement: BMA & Diploma Required

Transfer Credit: PMAC

Special Notes: Credit may be received by passing a challenge exam

Credits: 3

Hours per Week: 3

Originally Developed: 1984

EDCO Approval: February 2000

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**CHAIR'S APPROVAL:** 

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## Learning Outcomes

| Outcome | Upon completion of this course students will be able to:   |
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| 1       | Define the term marketing in the context of the process for creating exchanges of value.                             |
| 2       | Explain the application of ethics and Corporate Social Responsibility in the marketing context.                      |
| 3       | Conduct a SWOT analysis of a major company.  |
| 4       | Explain the role of marketing research and decision support systems in the strategic planning process for marketing. |
| 5       | Compare the concepts and theories relating to consumer and business to business decision making processes.           |
| 6       | Describe the process of market segmentation when choosing an appropriate target market for a product or service.     |
| 7       | Describe the key concepts and theories relating to the four P's of marketing: Product, Place, Price and Promotion.   |

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## Course Schedule

### Skills Across the Business Curriculum

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

### Student Conduct and Academic Honesty

At Okanagan College (OC), disruption of instructional activities includes student "conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC", as well