

## SAMPLE COURSE OUTLINE

### Course Code, Number, and Title:

MARK 2430: Marketing Strategy

### Course Format:

[Course format may vary by instructor. The typical course format would be:]

Lecture 3 h + Seminar 1 h + Lab 0 h

**Credits:** 3

**Transfer credit:** For information, visit [bctransferguide.ca](http://bctransferguide.ca)

### Course Description, Prerequisites, Corequisites:

This course provides the students with the opportunity to synthesize and utilize knowledge they have already acquired in other marketing courses. A significant focus of this class will be on case studies. Through case studies, students learn how to think about marketing challenges in a strategic way and formulate workable solutions. Students will also be required to prepare and present a strategic marketing plan for an actual organization, which provides an opportunity to experience the real world of a marketing executive.

Prerequisite(s): Completion of a minimum of 30 credits including MARK 1115 and CMNS 1118 with a minimum 'C' grade.

### Learning Outcomes:

Upon successful completion of this course, students will be able to:

*Information unavailable, please consult Department for details*

**Instructor(s):** TBA

**Office:** TBA      **Phone:** 604 323 XXXX      **Email:** TBA

**Office Hours:** TBA

### Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

For textbook information, visit [https://mycampusstore.langara.bc.ca/buy\\_courselisting.asp?selTerm=3|8](https://mycampusstore.langara.bc.ca/buy_courselisting.asp?selTerm=3|8)

snəwəyət̚ leləm̚ Langara College acknowledges that we are located on the unceded territory of the Musqueam people.

Note: *This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.*

**Assessments and Weighting:**

**Final Exam %**

**Other Assessments %**

**(An example of other assessments might be:) %**

*Information currently unavailable, please consult Department for details*

**Grading System:**

Specific grading schemes will be detailed in each course section outline.

*Information currently unavailable, please consult Department for details*

**Topics Covered:**

[Topics covered may vary by instructor. An example of topics covered might be:]

*Information currently unavailable, please consult Department for details*

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

**College Policies:**

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

**Departmental/Course Policies:**

*This generic outline is for planning purposes only.*