

Course Outline

Course Code, Number, and Title:

MARK 4800: Introduction to Marketing

Course Format:

Lecture 3 h + Seminar 1 h + Lab 0 h

Credits: 3

Transfer Credit: For information, visit bctransferguide.ca

Course Description, Prerequisites, and Corequisites:

Marketing is an exciting and dynamic business discipline, which offers excellent career prospects. The course covers the roles and functions of marketing in the modern business enterprise with particular emphasis on the elements in marketing such as product planning and development, pricing, promotion and distribution. The course delivery is a series of lectures including a lot of interaction through discussion, teamwork, videos, practical exercises and case studies so you can relate the material discussed to real life business challenges.

Learning Outcomes:

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

- Explain the marketing concept and why the marketing function needs to integrate with other business functions.
- Effectively segment markets, assess market potential, select appropriate target markets and identify positioning.
- Perform an environmental analysis to identify marketing opportunities.
- Develop a preliminary marketing strategy targeted at a specific market segment – consisting of product, price, promotion and distribution channel strategies.
- Function in a team setting and be able to develop basic presentation skills through collaboration.
- Begin to develop critical thinking, problem solving, and decision-making skills.

Instructor(s): TBA

Office: TBA

Phone: TBA

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

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.

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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:

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

Information currently unavailable, please consult Department for details.

Detailed Course Schedule:

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: