



## CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Course Code	COMM 296	Course Title	Introduction to Marketing			
Credit Value	3	Department	Commerce			
No. of weeks	14	Hrs. per week	<i>Lecture</i>	<i>Tutorial</i>	<i>Laboratory</i>	<i>Total</i>
			3	0	0	3
Course Description	This course provides a broad introduction to the field of marketing, which plays a significant role in everyone's daily life. The course illustrates marketing's universal importance, helping students to develop basic marketing knowledge and skills applicable to all marketing specializations within business.					
Prerequisite(s)	ENGL 099, <i>ECON 103 is recommended</i>					
Initial Articulation Targets	<i>UBC</i>	<i>SFU</i>	<i>UVic</i>	<i>UNBC</i>	<i>TRU</i>	
	COMM 296 (3)	BUS 2XX (3)	COM 250 (1.5)	COMM 240 (3)	MKTG 2430 (3)	
	For updated information on the transferability of this course, please consult the BC Transfer Guide, <a href="http://www.bctransferguide.ca">www.bctransferguide.ca</a>					
Learning Outcomes	<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> <li>Assess consumer needs and buying behaviour</li> <li>Analyze the marketing environment</li> <li>Design customer-driven marketing strategies</li> <li>Complete an environmental scan</li> <li>Carry out market segmentation, targeting, and positioning</li> <li>Develop product management strategies</li> <li>Formulate profitable pricing strategies</li> <li>Select appropriate channels of distribution</li> <li>Formulate an effective promotional mix</li> <li>Formulate an online, social media, and mobile marketing programs Create an effective marketing plan</li> </ul>					
Content	<p><b>Core</b> topics – all of the following will be covered:</p> <ul style="list-style-type: none"> <li>Marketing concept</li> <li>Marketing process model</li> <li>Strategic market planning</li> <li>Sustainable marketing</li> <li>Macro and micro environmental analysis of an organization</li> <li>Marketing Information Systems and Marketing Research</li> <li>Consumer and business buyer behavior</li> <li>Consumer and business buyer behavior</li> </ul>					



	<ul style="list-style-type: none"> <li>• Market segmentation, targeting and positioning</li> <li>• Marketing mix (product, price, promotion and distribution)</li> <li>• Digital marketing and social media</li> <li>• Services marketing</li> <li>• Non-profit organization marketing</li> <li>• International marketing</li> <li>• Marketing plan for a new product</li> </ul> <p>Additional topics may also be covered, at the discretion of the instructor.</p>		
Methods of Instruction	Lecture, debate, role play, case scenarios, presentations, online discussion forum		
Required Textbook(s)	<p>The following textbook(s) is/are required, or approved equivalent(s).</p> <p>Armstrong, Gary et al. Marketing: An Introduction. 7th Canadian Ed. Toronto: Pearson Education Canada, 2021.</p>		
Required Equipment and Technology	<p>Students are required to have a computer with internet access.</p> <p>The following resources are provided by the College:</p> <ul style="list-style-type: none"> <li>• Office 365</li> <li>• Student email</li> </ul>		
Homework Hours	At minimum, students can expect one hour of homework for every hour of instructional time.		
Evaluation	<i>Component</i>	<i>% Value</i>	
	In class and online participation	5-15%	
	Quizzes	10-20%	
	Midterm examination	20-25%	
	Marketing plan team project	25-30%	
Final examination	30-35%		
Completion Requirements	The minimum grade to pass this course is D (50%). Unless otherwise stated, a minimum grade of C- (55%) is required for this course to fulfil a prerequisite.		
Course Designer(s)	David Crawford, MBA, Sauder School of Business, University of British Columbia. SASC member, Alexander College	Consultant(s), if applicable	Brian Graham, MBA, Sauder School of Business, University of British Columbia Greg Leach, MBA, Department of Commerce, Alexander College
Dean's Approval	Barbara Moon, Dean of Arts and Sciences, Alexander College	Dean's Approval Date	September 30, 2009
Curriculum Committee Approval Date	September 30, 2009	First Term Offered	Winter 2010
Last Review Date	September 10, 2022	Next Review Date	September 10, 2027



# Alexander College

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Revision History	October 2, 2015-updated by David Crawford in collaboration with Greg Leach
	February 3, 2022 – ECON 103 prerequisite downgraded to recommended only, effective from Spring 2022 term.
	September 10, 2022 – Updated by Enrico Tanafranca in collaboration with Musarrat Khan

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