



# Business Administration

Course Number:	<b>BUAD 116</b>
Course Title:	<b>MARKETING</b>
Credits:	3
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. <i>(also offered by Distance Education)</i>
Semester and Year:	<b>WINTER 2021</b>
Prerequisite(s):	No
Corequisite(s):	No
Prerequisite to:	BUAD 210; 266; 272; 278; 289; 291; 292; 293; 297; 298; BUAD 330, 333; 334; 336; 340; 345; 360; 390
Final Exam:	No
Hours per week:	3
Graduation Requirement:	BBA & Diploma - Required
Substitutable Courses:	No
Transfer Credit:	PMAC
Special Notes:	Credit may be received by passing a challenge exam
Originally Developed:	1984
EDCO Approval:	February 2000

Chair's Approval:



**Evaluation Procedure**

Term Work	25%
Term Projects	25%
Exams*	50%
Total	100%

\* Students must earn at least 60% the total exam marks to pass the course

**Notes**

Students must earn at least 60% of the total exam marks to pass the course.

Work that is submitted late may be rejected or subject to loss of marks **at the discretion of the professor**. However, after 5 days (including weekends and holidays), no work will be accepted for grading. All materials submitted for grading must be professionally presented and WILL be marked for spelling and grammar as well as content.

There is a direct correlation between attendance in class and a good academic grade. It is highly recommended that students read text materials before classes. Any work missed as a result of failure to attend class is the responsibility of the student.

**Term Work**

The term work grade will be based the in



## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral