

Professors

Name	Phone number	Office	Email
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Learning Outcomes

<p>Upon completion of this course students will be able to</p> <ul style="list-style-type: none"> x define the term marketing in the context of the process for creating exchanges of value. x explain the application of ethics and Corporate Social Responsibility in the marketing context. x conduct a SWOT analysis of a major company. x explain the role of marketing research and decision support systems in the strategic planning process for marketing. x compare the key concepts and theories relating to consumer and business to business decision making processes. x describe the process of market segmentation when choosing an appropriate target market for a product or service. x describe the key concepts and theories relating to the four P's of marketing: Product, Place, Price and Promotion.

Course Objectives

<p>This course will cover the following content:</p> <p>See Course Schedule</p>

Course Schedule

Date	Topic	Textbook
2023	Monday, September 6, First day of class Monday,	

