



**Professors**

| Name   | Phone number                     | Office         | Email                       |
|--|----------------------------------|----------------|-----------------------------|
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|  |                                  |                |                             |
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**Learning Outcomes**

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

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

| Date |          | Topic   | Textbook |
|------|----------|---|----------|
| 2023 |          | Monday, September 6, First day of class<br>Monday, October 2, Statutory Holiday (no classes)<br>Monday, October 9, Statutory Holiday (no classes)<br>Monday, November 13, Statutory Holiday (no classes)<br>Thursday, December 7, Last day of class |          |
| Sep  | 7        | Introduction to Course  |          |
|      | 12<br>14 |   |          |

