

Marketing (MKTG) 396

Introduction to Marketing (Revision 8)

Delivery mode: [Individualized study online](#) with [eText](#)

Credits: 3

Area of study: Applied Studies (Business and Administrative Studies)

Prerequisites: None

Precluded: None

Challenge: MKTG 396 has a challenge for credit option.

Faculty: [Faculty of Business](#)

Status: Replaced with new revision, see the [course listing](#) for the current revision

Notes: Students registering in grouped study are advised that there may be some differences in the evaluation and course materials information indicated below. To obtain the most up-to-date information, contact the Faculty of Business Student Support Centre at 1-800-468-6531.

Overview

Marketing is an exciting and practical area of study. Throughout this course, you will be introduced to marketing concepts, frameworks, and institutions. You will also examine the influence of recent developments in the Canadian economy and society on marketing activities and on the management of individual organizations. The knowledge you will gain in this course will help you understand the different steps of the marketing process and, in particular, how successful profit and not-for-profit organizations build and maintain long and lasting, mutually profitable relationships with their customers.

Like accounting, finance, and human resources, marketing is an organizational function. A career in marketing could include employment with a variety of organizations such as department stores, colleges, manufacturers, museums, or sports teams. However, marketing professionals—such as advertising executives, sales managers and representatives, market researchers, and retailers—are not the only people in the business world who need marketing knowledge. Managers can benefit from understanding marketing because it affects all other organizational functions. Even if you never become a manager, though, you will benefit as a consumer if you understand how marketers think.

Outline

- Lesson 1: Marketing: Creating and Capturing Customer Value
- Lesson 2: Company and Marketing Strategy: Partnering to Build Customer Relationships
- Lesson 3: Sustainable Marketing, Social Responsibility, and Ethics
- Lesson 4: The Marketing Environment and Managing Marketing Information


- Lesson 5: Consumer and Business Buyer Behaviour
- Lesson 6: Segmentation, Targeting, and Positioning
- Lesson 7: Product, Branding, and Life-Cycle Strategies
- Lesson 8: Pricing
- Lesson 9: Marketing Channels
- Lesson 10: Retailing and Wholesaling
- Lesson 11: Communicating Customer Value: Advertising and Public Relations
- Lesson 12: Advertising, Sales Promotion, and Public Relations
- Lesson 13: Direct, Online, Social Media, and Mobile Marketing
- Lesson 14: The Global Marketplace


Evaluation

Your final mark in *MKTG 396: Introduction to Marketing* will be based on your performance on two assignments and two examinations. To **receive credit** [↗](#) for this course, you must achieve a minimum overall grade of **D (50 percent)** [📄](#), and your grade on the final examination must be 50% or better. Any assignments that are not submitted will receive a grade of 0. You must complete both examinations.


Activity	Weight
Assignment 1	20%
Assignment 2	20%
Midterm Exam	30%
Final Exam	30%

Activity	Weight
Total	100%



The **midterm and final examinations** for this course must be taken online with an AU-approved exam invigilator at an approved invigilation centre. It is your responsibility to ensure your chosen invigilation centre can accommodate online exams. For a list of invigilators who can accommodate online exams, visit the [Exam Invigilation Network](#) .

To learn more about assignments and examinations, please refer to Athabasca University's [online Calendar](#) .

Materials

Armstrong, G., Kotler, P., Trifts, V., & Buchwitz, L. A. (2017). *Marketing: An Introduction*. (6th Canadian ed.) Toronto: Pearson Canada Inc. ISBN 9780134470528  (eText)

eText

Registration in this course includes an electronic textbook. For more information on **electronic textbooks** , please refer to our [eText Initiative site](#) .

Other materials

Students will access all other course materials online.

Challenge for credit

Overview

The Challenge for credit process allows you to demonstrate that you have acquired a command of the general subject matter, knowledge, intellectual and/or other skills that would normally be found in a university-level course.

Full information about [Challenge for credit](#) can be found in the Undergraduate Calendar.

Evaluation

To [receive credit](#) for the MKTG 396 challenge registration, you must achieve a grade of at least **D (50 percent)** on the examination.

Online Exam



[Challenge for credit course registration form](#)

Important links

- › [Academic advising](#)
- › [Program planning](#)
- › [Request assistance](#)
- › [Support services](#)

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

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View [previous revision](#)