

Table I.2 Course description

<b>Course title:</b> Marketing													
<b>Course code:</b> BUS 231E													
<b>Teacher responsible:</b> Alea Fairchild													
<p><b>Course description:</b>          This course is designed to familiarise students with the basic concepts and principles of marketing. As part of the course, the students participate in the Google Online Marketing Challenge, working with a real company to create an online marketing campaign using Google AdWords.</p> <p><b>Course objectives:</b>          After this course, you should be able to:</p> <ul style="list-style-type: none"> <li>• Understand how concepts are applied in real marketing situations and how marketing includes social influences, perception, and post-purchase evaluation issues,</li> <li>• Have an awareness of the diverse and rich cultural issues in marketing, and</li> <li>• Comprehend the role marketing plays in the economics and competitive strategy of a firm.</li> </ul>													
<p><b>Grade weighting scheme:</b>          The final grade for the course will be calculated on the following weighting:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">➤ Individual case study homework</td> <td style="text-align: right;">15%</td> </tr> <tr> <td>➤ In-class participation</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>➤ Google Challenge activity</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>➤ Midterm examination</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>➤ Final examination</td> <td style="text-align: right;"><u>30%</u></td> </tr> <tr> <td>TOTAL</td> <td style="text-align: right;">100%</td> </tr> </table>		➤ Individual case study homework	15%	➤ In-class participation	10%	➤ Google Challenge activity	20%	➤ Midterm examination	25%	➤ Final examination	<u>30%</u>	TOTAL	100%
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<p><b>Used course material (handbooks, readers, readings, newspapers, magazines) and references:</b>          The text for this course is:          Textbook: Baines, Fill and Page (2011). <i>Marketing</i>, Publication date: Jan 2011</p> <p>Case Studies and Additional Readings: Available from College Administration and/or Professor</p>
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