



# Marketing (MKTG) 396

## Introduction to Marketing (Revision 9)

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

**Delivery mode:** [Individualized study online](#) 

**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](#) 

**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. 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, you will benefit as a consumer if you understand how marketers and consumers think.

## Learning outcomes

At the end of this course, students should be able to

- demonstrate an understanding of marketing's role in for profit and non-profit organizations.
- describe the role of marketing in society and in the Canadian economy.


- demonstrate an understanding of the key marketing concepts and link them to real-world situations.
- identify career opportunities within the field of marketing.
- describe the consumer and organizational buying processes.
- describe a range of common strategies for the different marketing mix elements: product, pricing, distribution, and promotion.

## Outline


- Lesson 1: Overview of Marketing
- Lesson 2: Developing Marketing Strategies and a Marketing Plan
- Lesson 3: Analyzing the Marketing Environment
- Lesson 4: Consumer Behaviour
- Lesson 5: Business-to-Business Marketing
- Lesson 6: Segmentation, Targeting, and Positioning
- Lesson 7: Marketing Research
- Lesson 8: Developing New Products
- Lesson 9: Product, Branding, and Packaging Decisions
- Lesson 10: Services: The Intangible Product
- Lesson 11: Pricing Concepts and Strategies: Establishing a Value
- Lesson 12: Distribution Channels
- Lesson 13: Retailing and Omnichannel Marketing
- Lesson 14: Integrated Marketing Communications
- Lesson 15: Advertising, Sales Promotions, and Personal Selling
- Lesson 16: Global Marketing
- Lesson 17: Ethics and Socially Responsible Marketing


## 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 Assignment 2, the midterm examination, and 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	15%
Assignment 2	20%
Midterm Exam	30%
Final Exam	35%
<b>Total</b>	<b>100%</b>

The **midterm and final examinations** for this course must be requested in advance and written under the supervision of an AU-approved exam invigilator. Invigilators include either ProctorU or an approved in-person invigilation centre that can accommodate online exams. Students are responsible for payment of any invigilation fees. Information on exam request deadlines, invigilators, and other exam-related questions, can be found at the **Exams and grades**  section of the Calendar.

To learn more about assignments and examinations, please refer to Athabasca University's **online Calendar** .

## Materials

### Digital course materials

Links to the following course materials will be made available in the course:

Grewal, D., Levy, M., & Lichti, S. (2021). *Marketing* (5th Can. ed.). McGraw Hill Canada. ISBN: 9781260305746

### 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 of **D (50 percent)** [📄](#) on the online examination.

[📄](#) **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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*Updated February 24, 2025*

View **previous revision** 

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