

Business Administration

Course Number: **BUAD 116**

Course Title: **MARKETING**

Credits: 3

Calendar Description: This course introduces students to the principles and practices of marketing and how they can be applied to organizations. Marketing processes are considered from consumer and business perspectives in a Canadian context. Topics include identifying needs, monitoring changes in the environment, managing products or services, distribution, promotion and pricing. *(also offered by Distance Education)*

Semester and Year: **FALL 2021**

Prerequisite(s): No

Corequisite(s): No

Prerequisite to: BUAD 210; 266; 272; 278;

Professors

Name	Phone number	Office	Email
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SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student