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.
Semester and Year:	**WINTER 2023**
Prerequisite(s):	No
Corequisite(s):	No
Prerequisite to:	BUAD 210; 266; 272; 278; 289; 291; 292; 293; 297; 298; BUAD 330, 333; 334; 336; 340; 345; 360; 390
Final Exam:	No
Hours per week:	3
Graduation Requirement:	BBA & Diploma - Required
Substitutable Courses:	No
Transfer Credit:	PMAC
Special Notes:	Credit may be received by passing a challenge exam
Originally Developed:	1984
EDCO Approval:	February 2000
Chair's Approval:	

Course Schedule

Date		Topic	Textbook
2023		Monday January 9, First day of class Monday February 20, Statutory Holiday (no classes) February 21 thru 24, Reading Week Friday April 7 and Monday April 10, Statutory Holidays (no classes) Friday April 14, Last day of class	
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