

Navigator Suite



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Edit Resources

My Curriculum

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Your working folder contains: [view](#)

- 0 curriculum requests
- 0 courses
- 0 degrees
- 0 programs

Quick Links

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Course Details

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- Course Details**
 - Prerequisites
 - Corequisites
 - Exclusions
 - Cross Listed
 - Designations
- Supporting Documents**

Course Status: In Workflow Request ([View History](#))

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Change Type: New

Zone1: Required Information

Proposed Version

InstitutionUnit: *

StartTerm: *

EndTerm: * [?]

Code: * [?]

Title: * REC ✓

AcademicLevel: *

CreditWeight:

Zone 2: Required Information – Detailed

Proposed Version

Course Description: **An introduction to the nature and scope of marketing in North America and globally. The principles, concepts, and techniques of performing marketing opportunity analysis including an examination of buyer behaviour, market segmentation, demand analysis, competitor evaluations, legal and ethical considerations and environmental scanning are addressed. Learning through team projects, including case studies and presentations is a major requirement of this course.**

REC ✓

Rationale for this proposal: **The addition of this course to second year is part of the proposed program change to shift core business course content to the earlier years of the program. In the ASM this course content was introduced in the third year Business course Business 3314 - Marketing I which is being deleted.**

REC ✓

Required or Elective: [?]

Cross List:

Offering:

[?] REC ✓

Zone 3: Additional Information

Proposed Version

Prerequisites:

Corequisites:

Notes (Restrictions):

[?]

Special Topic:

Grade Scheme:

Zone 4: Budgetary Considerations

Proposed Version

Please Complete Each Section and Provide Explanations for Both Yes and No Answers.

Student Enrolment:

[?]

Student Enrolment Other Units:

[?]

Additional Resources:

[?]

Teaching Loads:

[?]

Teaching Support Services:

[?]

Outside Support:

[?]