

Sault College of Applied Arts and Technology sault ste. marie.

Course . Outline

MARKETING

MKT 101

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revised September 1982

MARKETING 101

OBJECTIVES:

This course will enable students to understand and appreciate the important and expanding role of marketing in modern business.

This course has been designed:

1. as a foundation for later more advanced courses at Sault College or elsewhere,
2. as a complete basic marketing course necessary for those pursuing business administration interests,
3. to be relevant to today in a relatively new and dynamic field,
4. to meet the needs of the consumer citizen who is expected to spend/consume several million dollars in a working lifetime.

TEXT:

Owner/Manager Courses Marketing Your Product (Federal Business Development Bank)

METHOD:

Lecture, discussion, homework assignments, and supplementary readings will cover the course material.

EVALUATION:

There will be three tests with approximately equal weighting. These tests will be held after regular school hours. The specific times and locations will be announced at a later date-

FINAL GRADE:

A	85%	-	100%
B	70%	-	84%
C	55%	-	69%
I	Incomplete		
R	Repeat		

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IMPORTANT:

In order to successfully complete the course, a student must achieve an overall grade of 55%, based on the three tests written during the semester.

If a student does not achieve an overall grade of 55%, or if a student is not successful in two or more of the term tests, the student will be assessed an Incomplete. In this event, the instructor may, based on the attitude and participation of the student, allow the student to write a supplemental test at the end of the semester based on work covered throughout the semester. Arrangments will be made on an individual basis. A final grade of "C" will be assigned to any student who successfully completes the supplemental test.

There will not be any rewrites held during the semester.

If a student is not able to write a test because of illness or a legitimate emergency, that student must submit a medical certificate or contact the instructor prior to the holding of the test and present an acceptable explanation for the absence. In all other cases, the student will be assessed an Incomplete for that test.

ABOVE ALL, REMEMBER, IF A STUDENT WORKS DILIGENTLY THROUGHOUT THE SEMESTER, HE OR SHE SHOULD NOT ANTICIPATE ANY PROBLEMS IN SUCCESSFULLY COMPLETING THE COURSE,