

MARKETING (MARK)

MARK 150 Introduction to Marketing

3 Credits

This course introduces learners to fundamental marketing principles and practices with a focus on analyzing marketing opportunities and decision-making in a marketing context. Marketing processes are considered from consumer and business perspectives. Learners will work collaboratively to create a marketing plan.

Prerequisites

English Studies 12, English First Peoples 12 or equivalent

Transfer Credits

Explore transfer credit opportunities by visiting the BC Transfer Guide (<http://www.bctransferguide.ca>)

MARK 250 Social Media Marketing

3 Credits

This course offers an overview of how marketing has (and has not) changed due to the rise of social media. It will equip students with the relevant knowledge, perspectives, and practical social media and consumer-to-consumer social interactions for achieving business and marketing goals. This course will examine how traditional methods of communication have influenced the growth of modern social media technology, including First nations oral traditions, talking circles and storytelling. The emphasis of this course is on understanding consumers' social interactions, the various social media channels available to marketers, how to build social marketing strategies, and how to track their effectiveness. (3,0,0)

Prerequisites

BENG 150 and MARK 150

Transfer Credits

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