

ADMS 2200 F Introductory Marketing (Internet section) Fall 2026

Course Outline

COURSE DIRECTOR: Lee Li

COURSE DESCRIPTION: This course covers the fundamentals of marketing theory, concepts and management as applied to marketing's strategic role in meeting customer needs, products/service, price, promotion, distribution, consumer behaviour, market, positioning, ethics and research. The course utilizes lecture, oral and written work, case studies and a marketing plan.

REQUIRED READINGS/TEXTS: Armstrong, Kotler, Wilson, Trifts, "Marketing – An Introduction", 8th Canadian Edition. ISBN: 9780137837250©2024 • Pearson Education Canada. The current price of the eTextbook is C\$67.99. The second-hand copy of the textbook is acceptable.

COURSE OUTLINE / SCHEDULE:

Week	Topic	Chapters	Case
1	Introduction – Marketing Basics – What is Marketing	1	
2	Marketing strategy	2	Westjet Mousetrap
3	Marketing strategy/Internet/Ethics	2, 13, 15	Grocery Gateway
4	Marketing environment/ Marketing information	3, 4	Coca-Cola
5	Consumer and business buyer behavior / Market Segmentation/Targeting / Positioning	5, 6	Procter& Gamble
6	Potential Mid-Term exam		
7	Market Segmentation/Targeting / Positioning Product / New product development	6, 7	Gillette
8	Product / New product development	7, 8	Apple
9	Pricing	9	Fido & Bell
10	Marketing channels / Retailing / Global marketplace	10, 11, 14	Canadian Tire
11	Communication and review	12	Mousetrap
12	Due date of project report		

GRADE BREAKDOWN: (TBC/TBD):

Midterm	20%
Marketing Plan	30%
Final Exam	50%