



EFFECTIVE: SEPTEMBER 2004
CURRICULUM GUIDELINES

- A. Division: **Instruction** Effective Date: **September 2004**
- B. Department / **Commerce & Business Admin.**
Program Area:

M: Course

At the

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

onomy and society;
e framework of the firm;
analytical techniques and primary

<p>O: Methods of Instruction</p> <p>Instruction methods used will be lectures, seminar/discussions, and case analyses and discussions supplemented by appropriate videos, guest speakers and classroom activities. Some sections of this course will be available on-line.</p>										
<p>P: Textbooks and Materials to be Purchased by Students</p> <p>Evans, Berman et al. <u>Marketing</u> Latest Canadian Ed. Prentice Hall</p>										
<p>Q: Means of Assessment</p> <table style="margin-left: 40px;"> <tr> <td>Term Tests (2 or more)</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Final Exam</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Cases</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Term Project</td> <td style="text-align: right;"><u>20%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table> <p>STUDENTS MUST COMPLETE <u>ALL</u> COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.</p>	Term Tests (2 or more)	40%	Final Exam	20%	Cases	20%	Term Project	<u>20%</u>		<u>100%</u>
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Final Exam	20%									
Cases	20%									
Term Project	<u>20%</u>									
	<u>100%</u>									
<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No</p>										

Course Designer(s): **Gail Tibbo**

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

Registrar: **Trish Angus**

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Date: September 2004