

Provides an introduction to the field and practice of marketing. Takes an expansive approach and addresses how people, ideas, organizations, and places, as well as more conventional products/services, are marketed. The course goes beyond theory and challenges students to apply these concepts to real world situations. Prerequisite: This course is only open to students admitted to the business administration minor between Fall 2012 - Summer 2016 and who have 45 units, OR to students admitted to the business administration minor Fall 2016 - onwards and who have 45 units, and corequisite: BUS 200. Students with credit for BUS 343 may not take BUS 341 for further credit.

Work closely with the course coordinator, Program Director and teaching assistants.

Deliver lectures which will provide the essential theory and background information to students.

Oversee the Teaching Assistants' duties while adhering to the TSSU-SFU Collective Agreement.

Hold regular meetings with Teaching Assistants to ensure cohesiveness in the course.