

BUSI 2208 Introduction to Marketing

Course Description

Overview of the marketing function within the firm. Introduction to key marketing concepts and principles; business environment analysis, strategic decision making (segmentation, targeting, positioning), marketing mix planning (product, price, place promotion). Analysis of marketing problems using cases and major project.

Please visit our [course outlines page](#) for current, detailed course syllabi.

Applicants

The School places great emphasis on the hands-on integration of business theory and practice and actively encourages working professionals. Candidates applying for a Contract Instructor position must possess a minimum of a Master's degree, or equivalent, and must have at least five years of recent relevant professional experience at a senior level. Preference* will be given to candidates with a PhD or equivalent with a strong record of research publications and productivity consistent with AACSB guidelines for a doctoral granting business school.

All qualified candidates are encouraged to apply. Individuals interested in teaching this course must complete an [application](#) and forward with CV (include all courses taught at Carleton University) to teaching@sprott.carleton.ca

*In accordance with Articles 16.3 and 16.4 in the CUPE 4600-2 Collective Agreement, the posted vacancies listed above are first offered to qualified applicants meeting the incumbency criterion. A link to the current CUPE 4600-2 Collective Agreement can be found at the Employment Agreements [webpage](#) on the Carleton University Human Resources [website](#) and the CUPE 4600-2 [website](#).

Please note that successful incumbents of this posting may be required to support the Assurance of Learning (AOL) process for the course as part of the formal responsibilities of the position. More details and training will be provided as needed.

Closing date for this position is Monday May 30, 2022

The modality of this course is determined by the University (in-person, online, or hybrid). In the event public health authorities impose public health restrictions, part or all of this course may need to be delivered online as required by the University and as directed by public health authorities.