Introduction to Marketing

Version 3

Published 8/6/2025 by Holly Werda Last updated 8/27/2025 6:56 PM by Holly Werda

This course introduces students to fundamental marketing concepts — an increasingly relevant area of business practice in the information age. Marketing is an approach to business that puts the customer at the centre of business activities and focuses on satisfying customer needs and wants to meet the demands of the marketplace.

Pathways to the full-time Seneca programs	This course is a pathway to numerous full-time Seneca Business programs.
Course Outline	Introduction to Marketing
Specialist High Skills Major (SHSM) Sectors	Business, Sports
School Board Partnerships	DPCDSB, PDSB, TCDSB, TDSB, YCDSB, YRDSB
Location/delivery	Newnham Campus in-person
Class Day/Time	Thursday from 3:20 p.m. to 6:00 p.m.
Start/End Dates	October 2, 2025 to December 18, 2025
College Course (Ministry Code)	MRK108 NDC (BMA4T)