

# Introduction to Marketing

Version 3

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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.

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