Winter 2024 TA Job Posting for MGMT244/ARBUS302

Please give a brief description of the course content or a link to the course outline:

The course is designed to provide a broad understanding of the field of marketing, including the economic origin of the marketing concept. Students will gain an understanding of how organizations identify the needs of consumers in order to create and deliver value to these consumers through the marketing process. Certain concepts from business and economics including market responsiveness, consumer behaviour, decision-making process, willingness to purchase, product differentiation, and advertising will be incorporated into the development of a strategic marketing plan. In addition to teaching central concepts and models from both marketing and economic theory, students will be placed in a forum where they can apply these concepts in a 'real world' marketing situation.

Any necessary knowledge or skills needed: Understanding of 4Ps of marketing, punctuality and willingness to learn.

Please fill out this chart as closely as you can for the TA duties and hours you predict the course will be using for the entire Winter 2024 term. This will be used as an estimation only. Graduate TAs are not permitted to work more than 140 hours for the term or more than 10 hours in any given week (70 hours or 5 hours a week for a ½ TA). When thinking of the duties you might have for your TA, we ask that you be mindful of this constraint and try not to come up against it. TAs own coursework comes first. Negotiations for a reasonable amount of time for returning marked assignments, etc. will occur as needed.

Duty	Estimated Hours for the Term or N/A	Brief description of unusual or especially time-consuming features of the duty, if any
Meetings with Course Instructor	8 hours	
Class preparation	N/A	
Attending lectures	N/A	
Student consultation; office hours	N/A	
Lecturing	N/A	
Conducting tutorials	N/A	
Grading	52	
Proctoring exams	N/A	
Other duties (describe/explain)	10	• Receive and check company choices by the groups based on their assigned industry. E-mail back to the groups with approvals.

		• Create an excel file with group numbers, their assigned industries and approved company name and share it with me with share point. Include a column for approved/not approved. • Keep track of group contracts and let me know which groups did not submit it. The ones who submit it, check if it is legit. E-mail to the groups who did not submit.
Totals	70 hours	