

## BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

## COURSE OUTLINE

COURSE NAME MARKETING TECHNOLOGY PRODUCTS & SERVICESCOURSE NUMBER MKTG 1365 DATE SEPTEMBER 1993Prepared by C.E. MARKETING DEPT. Taught to C.E.School Business Program \_\_\_\_\_Date Prepared SEPTEMBER 1993 Option \_\_\_\_\_Term \_\_\_\_\_ Hrs/Wk 3 Credits 3.0No. of Weeks 12 Total Hours 36**PREREQUISITES**

NONE

**COURSE OBJECTIVES**

(Upon successful completion of this course, the student will be able to:)

- research unfamiliar markets
- sell at a distance
- relate to global competition
- understand how to leverage small marketing resources for maximum effort

**EVALUATION**

Final Examination	<u>40</u> %
Mid-Term	<u>20</u> %
Projects	<u>40</u> %
Laboratory	_____ %
Other (1)	_____ %
(2)	_____ %
(3)	_____ %

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**REQUIRED TEXT(S) AND EQUIPMENT**

Relationship Marketing - by R. McKenna

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**REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT**

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**COURSE SUMMARY**

A basic foundation marketing course developed to meet the special needs of British Columbia hi tech companies. Material covered will include the framework understanding hi tech marketing, the marketing strategy model, creating a strategy, promotional approaches, how to conduct research and developing the marketing plan. The course is designed for those who have a working understanding of marketing but need assistance in applying the marketing concept the hi tech industry, particularly those in small companies.

**COURSE OUTLINE - MKTG 1365**  
(continued)

Session Number	Material Covered	Reference
1	<b>WHAT IS MARKETING?</b> <ul style="list-style-type: none"><li>- definition</li><li>- what it includes</li><li>- context in business</li></ul>	
2	<b>FRAMEWORK FOR UNDERSTANDING MARKETING</b> <ul style="list-style-type: none"><li>- the marketing process</li><li>- the marketing strategy model</li><li>- strategy creation process</li><li>- elements of the marketing plan</li></ul>	
3	<b>THE MARKETING STRATEGY MODEL</b> <ul style="list-style-type: none"><li>- focus, position &amp; channel</li><li>- product definition</li><li>- promotional approach</li></ul>	
4	<b>CREATING A MARKETING STRATEGY</b> <ul style="list-style-type: none"><li>- research objectives</li><li>- marketing segmentation</li><li>- identification &amp; selection of target markets</li><li>- integration with corporate strategy</li></ul>	
5	<b>PRODUCT DEFINITION</b> <ul style="list-style-type: none"><li>- translating customer needs into specifications</li><li>- expanded product definition</li></ul>	
6	<b>PROMOTIONAL APPROACH &amp; IMPLEMENTATION</b> <ul style="list-style-type: none"><li>- the message, the audience, the media</li></ul>	

**COURSE OUTLINE - MKTG 1365**  
(continued)

Session Number	Material Covered	Reference
7	<p><b>A. THE MARKETING PLAN</b></p> <ul style="list-style-type: none"><li>- context within business plan</li><li>- organizational structure, staffing</li><li>- costing of marketing activities</li><li>- marketing budget, cash flow</li></ul> <p><b>B. FINANCIAL PROJECTIONS - MARKETING INPUT</b></p> <ul style="list-style-type: none"><li>- sales projections</li><li>- product costing</li><li>- pricing</li></ul>	
8	<p><b>RESEARCH</b></p> <ul style="list-style-type: none"><li>- internal, external, qualitative &amp; quantitative</li><li>- sources of information</li><li>- research techniques</li></ul>	
9	<p><b>MARKETING ORGANIZATION</b></p> <ul style="list-style-type: none"><li>- internal-selling, marketing operations</li><li>- external - distribution channels</li><li>- communication issues</li></ul>	
10	<p><b>SELLING</b></p> <ul style="list-style-type: none"><li>- the selling &amp; buying cycle</li><li>- basic selling skills &amp; techniques</li><li>- role of the sales force</li><li>- sales support &amp; sales management</li></ul>	
11	<p><b>REVIEW &amp; INTEGRATION OF MARKETING CONCEPTS &amp; PRACTICES</b></p>	
12	<p><b>FINAL EXAM</b></p>	