

*Malcolm*

SEP 18 2003

*you can charge this to suit you.*

**Marketing Technical Products and Services**  
**Marketing 1365**  
**B.C.I.T., Fall 1995**

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**Course Description**  
**Instructor - Noulan Bowker**

12 weekly sessions, 3 hours each, 36 hours

**Prerequisites**

- three years experience in a company supplying technical products and services (preferred) or,
- a technical diploma or degree
- able or willing to learn and use a computer spreadsheet program

**Course Objectives**

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

- conduct market and competitive research for technical markets
- identify and evaluate international product distribution options
- focus and position a technical product
- design and implement a promotional program for a technical market
- establish a marketing organization
- create a marketing strategy, plan and budget
- create a business feasibility cash flow projection

**Evaluation**

Project	80 %
Class Participation	20%

**Required Texts**

Making Technology Happen  
by D.J. Doyle

**Reference Texts**

Crossing the Chasm  
by Jeffrey Moore

**Course Summary**

This course is specifically designed to assist marketing, sales and sales support personnel working in companies in B.C. that produce technically oriented

products and services and sell them to technically oriented customers in international markets.

The course is structured around a major project. Each student will produce a marketing plan for a specific local technical company as a business case exercise. Normally the student would use the company he or she works for. If this is not suitable, they may choose an alternate company acceptable to the instructor or use one supplied by the instructor. The project must be suitable for the learning experience required in the course.

The first half of the course will be devoted to learning the theory, knowledge and skills necessary to complete the project. The theory will be illustrated by an example case history and the "war stories" of the instructor. During the second half of the course class time the students will work on their individual projects with the assistance of the instructor. The purpose of the project is to assist the student to learn the techniques necessary for effective marketing by having them work through a practical example in detail, that illustrates most of the concepts taught.

The following is a summary of the content and activities of the twelve three hour class sessions

**1. Course Introduction and the Marketing Strategy Model**

- Introduction to the course and project procedures
- Strategy basics: focus, position, channel, product definition, promotional approach
- how the strategy works and fits with the overall marketing plan and business plan

**2. Researching Technical Markets**

- The technical product - special considerations
- Conducting a market research project
- Information required and how to get it
- Interviewing techniques

**3. Creating a Marketing Strategy**

- Focusing - Market segmentation exercise
- Competition and Positioning
- Distribution - options, characteristics and evaluation

**4. Promotional Approach and Plan and budgeting**

- multidisciplinary, multilevel and multicultural promotional techniques
- selecting and using the appropriate media
- constructing the appropriate message

- budgeting for a realistic promotional plan
5. **Marketing Math**
    - Product Costing and pricing, distribution considerations
    - Sales Projections
    - Cumulative Cash Flows- construction and analysis
  6. **The Marketing Plan**
    - Structure of the marketing organization
    - Creating actions, procedures and programs from strategy
    - Constructing the plan around the strategy and cash flow models
  7. to 12 **Six Project Days** - students work on their individual projects with the instructor available for coaching
  13. **All Projects are due one week after the last class.**