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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 4340**

**Marketing Planning Fundamentals**

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<b>Hours/Week:</b>	<b>3</b>	<b>Total Hours:</b>	<b>36</b>	<b>Term/Level:</b>	<b>200010</b>
<b>Lecture:</b>	<b>3</b>	<b>Total Weeks:</b>	<b>12</b>	<b>Credits:</b>	<b>3</b>

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**Prerequisites:** Successful completion of MKTG 2202 and MKTG 2341

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**Course Objectives:** This course is a decision-making course. The student will be expected to apply the concepts of marketing and planning to real-world situations. The course will cover identifying markets, buying behaviour, product planning, pricing, distribution, and communication strategies. The focus of the course will be on developing a marketing plan.

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### Evaluation

Mid Term Exam	20%
Marketing Plan Document	35%
Marketing Plan Presentation	10%
Lab Exercises, Cases	5%
Participation / Attendance	5%
Final Exam	25%
<b>TOTAL</b>	<b>100%</b>

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### ATTENDANCE:

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

**Course Summary:** At the end of this course, the student will be able to:

- ☐ Demonstrate a sound understanding of the marketing mix components and be able to apply these in the market planning process
- ☐ Develop an overall marketing plan including forecasts and budgets over a specific period from analysis of market potential to a sales forecast
- ☐ Compose and present a marketing plan in a professional manner
- ☐ Make market planning decisions

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**Course  
Record**

Developed by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Revised by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Approved by:	_____	Start Date:	_____
	Associate Dean (signature)		



BRITISH COLUMBIA INSTITUTE OF  
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 4340**

**Marketing Planning Fundamentals**

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**Effective Date**

January 2000

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**Instructor(s)**

Rick Kroetsch

Office No.: SE6 308

Phone: 451-6766

Email: [rkroetsc@bcit.bc.ca](mailto:rkroetsc@bcit.bc.ca)

Office Hours:

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**Required Text(s) and Equipment**

Erika Matulich, *Marketing Builder*, JIAN Tools for Business/South-Western College Printing. 1997.

Cases will be handed out weekly.

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**Reference Text(s) & Recommended Equipment**

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**COURSE NOTES (Policies and Procedures)**

**ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.**

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

**CHEATING, PLAGIARISM AND DISHONESTY:** "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

**ASSIGNMENTS;** Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

**CLASS CONDUCT:** Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

**COURSE OUTLINE CHANGES:** The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

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**NOTE:** Lecture Topics and Case Studies may change at the discretion of the Instructor.

Session	Outcome/Material Covered	Reference/Reading
Week 1 Jan 10	Introduction Chapter 1: How do you Analyze a Market? Executive Summary	Advertising Superhighway
Week 2 Jan 17	Chapter 2: Your Target Market Chapter 3: Your Customer Past Business Strategy Marketing Objectives	Harrod's Kobe Beef
Week 3 Jan 17	Chapter 4: Your Competition Chapter 5: Your Product Chapter 6: Your Price <b><i>Hand in topic and group outline</i></b>	Iceberg Marketing
Week 4 Jan 24	Chapter 7: Your Risks Chapter 8: Information Sources	E-Billing
Week 5 Jan 31	Chapter 9: Market Communications and Promotion Chapter 10: Sales Promotions	Virtual Ads
Week 6 Feb 7	<b>MIDTERM EXAM</b>	No Cases
Week 7 Feb 14	Chapter 12: Advertising Chapter 13: Public Relations Competitive Response	Burger Chains
Week 8 Feb 21	Chapter 16: Sales Forecasting Chapter 17: Budget for Sales	A-Wear
Week 9 Feb 28	Financial Statements Chapter 19: Sales and Distribution Channels	Corel Gateway
Week 10 Apr 6	Financial Statements Review Sample Plans	Group Project Work
Week 11 Apr 13	Group Presentations	
Week 12 Apr 20	<b>FINAL EXAM</b>	