

British Columbia Institute of Technology
 School of Business, Department of Marketing Management

Course Outline
Market Planning Fundamentals
MKTG 4340
January 1996

Hours Per Week: 3	Number of Weeks: 12	Total Hours: 36
Instructor:	Brian Giffen	
Office:	IBM Building (SE 6) 308	
Telephone:	451-6766	
Office Hours:	posted or by appointment	
Prerequisites:	MKTG 2202 & MKTG 2341	

Course Objectives

After successfully completing 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 development of a forecast and budget 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

Course Description

This course is designed to be marketing planning oriented. Thus, the student will be expected to apply the concepts of marketing and planning to real-world situations. The course will include market forecasting, buying behaviour, product planning, pricing strategies and the planning process.

The concepts will be developed over the term and applied to the development of a marketing plan for a product or company selected by the student and approved by the instructor.

Evaluation

Market Plan Document	40%
Market Plan Presentation	10%
Quiz 1	10%
Quiz 2	10%
Quiz 3	20%
Lab Work and Participation	10%
TOTAL	100%

Text

The Marketing Plan, William Cohen, 1995

Schedule

Lecture Date	Material Covered	Lab
January 8	Introduction	Case: Cover Concepts
January 15	Company Strategy Market Objectives	Lab Exercise Hand in topic and group for marketing plan project
January 22	Target Market Profile Company Environment	Lab Exercise Last chance to hand in topic and group for marketing plan project
January 29	Marketing Strategy 1	Quiz 1
February 5	Marketing Strategy 2	Lab Exercise
February 12	Marketing Strategy 3	Lab Exercise Review of progress on plan project with instructor
February 19	Financial Projections 1 -revenue forecasting	Quiz 2
February 26	Financial Projections 2 -cost forecasting -budgeting for plan	Lab Exercise
March 4	Presentation of Plan	Lab Exercise Review of progress on plan project with instructor
March 11	Review / Class Presentations 1	Lab Exercise Review of progress on plan project with instructor
March 18	Class Presentations 2	Class Presentations 2 -assignment due
March 25	Quiz 3 (two hours)	-return assignments

Term Assignment

Title: **Marketing Plan Project**

Value: **40% of Final Grade**

Due: **in class March 18**

Group Size: **3-4 students**

Description:

Your group is to prepare a marketing plan for presentation to the CEO of a company or non-profit organization that you select. The report must present a marketing plan for:

- * a new product or service to be marketed
- * an existing product or service

The choice of the company/organization is up to you, subject to my approval, as is the composition of your group.

Structure

I suggest you follow the structure for the marketing plan that I develop in the lectures. The bare bones of this structure is attached for your reference.

Deadlines

1. **topic, basic research approach, and list of group members submitted to instructor for approval not later than January 22.** I want to look at the company/organization you have selected to ensure that it has enough information available to support a project. You would be wise to select a company/organization that you are familiar with through employment or one that is fairly large and thus has sufficient information to support a project. I also want to see how you feel you will gather the information required to complete the plan and provide any advice that I am able to.
2. February 19 in lab I will meet briefly with each group to discuss their progress to date. Please be ready at that time to review your progress.
3. the report must be submitted by March 18th at 6.00 p.m.. Late penalty is 10% of the assignment grade per calendar day.

Of course I am available at any mutually convenient time to talk about your progress or to provide any tips or advice and to review your work to date.

Marking Scheme

1.	Presentation , Composition of Report	10
2.	Marketing Objectives	5
3.	Target Market Profile	15
4.	Business Environment	15
5.	Marketing Strategy	30
6.	Financial Projections	20
7.	Marketing Plan Budget	5
TOTAL		100