

COURSE OUTLINECOURSE NAME MARKETING PLANNING FUNDAMENTALSCOURSE NUMBER MKTG 4340 DATE SEPTEMBER 1994Prepared by C.E. MARKETING DEPT. Taught to C.E.School Business Program Date Prepared AUGUST 1994 Option Term ALL Hrs/Wk 3 Credits 3No. of Weeks 12 Total Hours 36

PREREQUISITESMKTG 2202 Promotional Marketing & MKTG 2341 Marketing Research

COURSE OBJECTIVES

1. Provide an in-depth understanding of operating marketing planning implementation.
 2. Focus on the tools necessary for basic analysis in both marketing and strategic planning contexts.
 3. Provide the ability to develop an actual marketing plan for an actual product/service (to be selected by students).
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EVALUATION

Marketing Plan Document	40	%
Marketing Plan Presentation	10	%
Assignment	20	%
Participation	30	%
	<u>100</u>	%

REQUIRED TEXT(S) AND MATERIALS

Analysis for Marketing Planning

by: Donald R. Lehmann and Russell S. Winer

Publ: Irwin (Second Edition) 1991

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

1. Marketing News
2. Marketing Edge
3. Canadian Business
4. Fortune
5. Forbes
6. Business Week
7. Globe and Mail (ROB)
8. Financial Post

COURSE SUMMARY

The course content is designed to provide the students with a multi dimensional learning environment. To this end, a balanced program of lectures, readings, discussions and practical exercises are prescribed.

The role and importance of planning and "information" for marketing decision making purposes is an underlying precept.

The primary focus of the course is for the student to go through the process of preparing a marketing plan.

COURSE OUTLINE - MKTG 4340
(continued)

SESSION	MATERIAL COVERED	ASSIGNMENT
1	Course introduction Student and instructor expectations	
2	Marketing Planning	Chapter 1
3	Defining the competitive set Guest Lecturer: Mr. Bill Moreland, President Moreland and Associates Advertising Inc.	Chapter 2
4	Industry Attractiveness Analysis Guest lecturer: Mr. Brad Vettese Executive Vice President General Manager Cossette Communication - Marketing	Chapter 3
5	Competitor Analysis Guest lecturer: Mr. Len Olszewski Vice President Director of Client Services J.Walter Thompson Co. Ltd.	Chapter 4
6	Customer Analysis Guest lecturer: Mr. Richard Basford President Richard Basford & Associates	Chapter 5

COURSE OUTLINE - MKTG 4340
(continued)

SESSION	MATERIAL COVERED	ASSIGNMENT
7	Market Potential and Forecasting Guest lecturer: Mr. John West Category Manager Scott Paper	Chapter 6
8	a) Integrating analysis and strategy b) Begin in-class work on marketing plan Client: Vancouver Maritime Museum Mr. Jim Delgado Executive Director	Chapter 7
9	In-class work continued	Plan Outline
10	In-class work continued	
11	In-class work continued	Plan Draft
12	Presentations/Report	