

**COURSE OUTLINE**COURSE NAME MARKETING OF SERVICESCOURSE NUMBER MKTG 2205DATE JANUARY 1997Prepared by School of BusinessTaught to Part Time StudiesSchool BusinessDate Prepared November 1993Term ALL Hrs/Wk 3Credits 3No. of Weeks 12Total Hours 36

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**PREREQUISITES**MKTG 1102 - Essentials of Marketing

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**COURSE OBJECTIVES**

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

1. Make distinctions between product & service marketing businesses and industries.
  2. Set marketing objectives.
  3. Develop a marketing plan.
  4. Know how to put a marketing plan into action.
  5. Describe and be familiar with various types of marketing research methods.
  6. Formulate a "marketing mix" for a variety of service and product industries.
  7. Demonstrate a knowledge of how to promote products & services.
  8. Describe various forms of pricing strategies.
  9. Select cost effective print and broadcast media for various service industries.
  10. Critically analysis the benefits and drawbacks of telemarketing and direct mail marketing.
  11. Describe the seven elements required to "creatively" market services.
  12. Appraise and design a controlling mechanism for a marketing program.
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## **COURSE SUMMARY**

Marketing 2205 covers the distinction between marketing methodologies and practices in relation to product and service oriented businesses. The course contents will cover the complete marketing management process from setting objectives, developing a plan of action, to reviewing the effectiveness of the marketing plan.

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## **EVALUATION**

Final Examination	<u>30</u>	%
Mid Term	<u>30</u>	%
Home Assignments	<u>30</u>	%
Class & Group Participation	<u>10</u>	%
Other (1)	<u>      </u>	%
(2)	<u>      </u>	%
(3)	<u>      </u>	%
	<u>100</u>	%

Bonus Marks (extra class presentation)

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## **REQUIRED TEXT(S) AND EQUIPMENT**

There is not text for this course, however, suggested readings will be made. Some classes will also require the use of a calculator for individual and group use.

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## **REFERENCE TEXTS AND RECOMMENDED EQUIPMENT**

Marketing Managers Handbook, 1993, Steuart Henderson Britt and Norman F. Guess  
Second Edition, Dartnell Press, Chicago, Illinois

Direct Marketing, Strategy, Planning, Execution, 1986,  
Edward L. Nash, Second Edition, McGraw-Hill Book Company, New York

Globe & Mail

The Financial Post, Marketing section, Wednesdays

The Financial Times

Business Week, Magazine

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**COURSE OUTLINE - MKTG 2205**  
(continued)

Week Lecture or Lab Number	Material Covered
WEEK 1	<ul style="list-style-type: none"> <li>- Introduction of Instructor &amp; BCIT Continuing Education</li> <li>- Completion of Student FACT SHEET &amp; QUESTIONNAIRE</li> <li>- Description of <u>course objectives</u></li> <li>- Explanation of 10 homework assignments</li> <li>- Discussion of <u>student objectives</u></li> <li>- Review of course outline</li> <li>- Discussion of suggested readings</li> <li>- Student introduction</li> <li>- Class discussion of market definition, function of marketing and distinctions between product &amp; service marketing</li> <li>- Homework Assignment #1</li> <li>- BONUS MARKS "Topic of the Week"</li> </ul>
WEEK 2	<ul style="list-style-type: none"> <li>- "Topic of the Week"</li> <li>- MARKETING MANAGEMENT: <ul style="list-style-type: none"> <li>- What is Marketing?</li> <li>- Marketing &amp; the Economy</li> <li>- Marketing Systems</li> <li>- Marketing Mix Development</li> <li>- Implementing Concepts</li> <li>- Organizing &amp; Staffing Marketing Dept. &amp; Function</li> </ul> </li> <li>- The need for marketing services</li> <li>- SETTING MARKETING OBJECTIVES: <ul style="list-style-type: none"> <li>- Customer Wants &amp; Needs</li> <li>- Motivation &amp; Behavior</li> <li>- Consumerism</li> <li>- Segmenting the Market</li> <li>- Target Marketing Selection</li> </ul> </li> <li>- Homework Assignment #2</li> </ul>
WEEK 3	<ul style="list-style-type: none"> <li>- "Topic of the Week"</li> <li>- SETTING MARKETING OBJECTIVES: <ul style="list-style-type: none"> <li>- Summary</li> </ul> </li> <li>- DEVELOPING THE MARKETING PLAN: <ul style="list-style-type: none"> <li>- Distinction between theory &amp; practice</li> <li>- marketing Campaigns</li> <li>- Use of Computers in Marketing</li> <li>- Simulated Marketing Response</li> <li>- The Market &amp; Competition</li> <li>- Marketing Positioning</li> </ul> </li> <li>- Homework Assignment #3</li> </ul>
WEEK 4	<ul style="list-style-type: none"> <li>- "Topic of the Week"</li> <li>- DEVELOPING THE MARKETING PLAN: <ul style="list-style-type: none"> <li>- Marketing Costs &amp; Profits</li> <li>- Making Marketing Decisions</li> <li>- Strategy &amp; Execution</li> <li>- Marketing Ethics</li> <li>- Government &amp; Industry Regulations</li> <li>- Developing a Mission Statement</li> </ul> </li> <li>- Homework Assignment #4</li> </ul>

# COURSE OUTLINE - MKTG 2205

(continued)

Week Lecture or Lab Number	Material Covered
WEEK 5	<ul style="list-style-type: none"> <li>- "Topic of the Week"</li> <li>- PUTTING THE MARKETING PLAN INTO ACTION:               <ul style="list-style-type: none"> <li>- Managing Service &amp; Product Variables</li> <li>- Diffusion of Innovations</li> <li>- Marketing Services</li> <li>- Service Names &amp; Branding Strategies</li> <li>- Service Packaging</li> </ul> </li> <li>- Homework Assignment #5</li> </ul>
WEEK 6	<ul style="list-style-type: none"> <li>- PUTTING THE MARKETING PLAN INTO ACTION:               <ul style="list-style-type: none"> <li>- Pricing Techniques &amp; Strategies</li> <li>- Distribution of Products &amp; Services</li> <li>- Distribution Relations</li> <li>- Retailing of Services</li> <li>- Franchising of Services</li> </ul> </li> <li>- MARKETING RESEARCH:               <ul style="list-style-type: none"> <li>- Defined</li> <li>- Information Gathering</li> <li>- PERT</li> <li>- Unobtrusive Research Techniques</li> <li>- Statistical &amp; Experimental Research</li> </ul> </li> <li>- Homework Assignment #6</li> </ul>
WEEK 7	<ul style="list-style-type: none"> <li>- "Topic of the Week"</li> <li>- <b>MID-TERM EXAM: ONE HOUR</b></li> <li>- MARKETING RESEARCH:               <ul style="list-style-type: none"> <li>- Decision Models</li> <li>- Research on Products &amp; Services</li> <li>- Consumer Satisfaction &amp; Behavior</li> <li>- Sales Control Research</li> <li>- Advertising Research &amp; Measurement</li> </ul> </li> <li>- Homework Assignment #7</li> </ul>
WEEK 8	<ul style="list-style-type: none"> <li>- "Topic of the Week"</li> <li>- PROMOTING PRODUCTS VS. SERVICES:               <ul style="list-style-type: none"> <li>- Communication</li> <li>- Imagery &amp; Symbolism</li> <li>- Personal Service &amp; Selling</li> <li>- Field Service Management</li> <li>- Promotional Support Techniques</li> <li>- Financing</li> </ul> </li> <li>- Homework Assignment #8</li> </ul>
WEEK 9	<ul style="list-style-type: none"> <li>- "Topic of the Week"</li> <li>- PROMOTING PRODUCTS VS. SERVICES:               <ul style="list-style-type: none"> <li>- Advertising Message</li> <li>- Advertising Media</li> <li>- Electronic Media</li> <li>- Print-Media Planning</li> <li>- Public Relations</li> </ul> </li> <li>- Homework Assignment #9</li> </ul>

Week Lecture or Lab Number	Material Covered
WEEK 10	<ul style="list-style-type: none"> <li>- "Topic of the Week"</li> <li>- PROMOTING PRODUCTS VS. SERVICES:               <ul style="list-style-type: none"> <li>- Telemarketing</li> <li>- Direct Mail Marketing</li> <li>- Other Methods of Promotion</li> </ul> </li> <li>- PRICE OFFERING STRATEGIES:               <ul style="list-style-type: none"> <li>- Hidden/Featured/Comparative Prices</li> <li>- Introductory/Discount Prices &amp; Savings</li> <li>- Credit Offerings</li> <li>- Guarantees</li> <li>- Two-Step Offerings</li> <li>- Contests &amp; Sweepstakes</li> </ul> </li> <li>- Homework Assignment #10</li> </ul>
WEEK 11	<ul style="list-style-type: none"> <li>- "Topic of the Week"</li> <li>- CREATIVE MARKETING TACTICS:               <ul style="list-style-type: none"> <li>- Audience Targeting</li> <li>- Product vs. Service Presentation</li> <li>- Participation Devices</li> <li>- Convenience Factors</li> <li>- Immediacy Incentives</li> <li>- Credibility Marketing</li> <li>- Creative Working Plan</li> </ul> </li> <li>- APPRAISING &amp; CONTROLLING THE MARKETING PLAN:               <ul style="list-style-type: none"> <li>- Marketing Audit</li> <li>- Cost Analysis</li> </ul> </li> <li>- Homework Assignment, <u>NONE</u>. Study for FINAL EXAM</li> </ul>
WEEK 12	<ul style="list-style-type: none"> <li>- "Topic of the Week"</li> <li>- FINAL EXAM: APPROXIMATELY 2 HOURS</li> </ul>