



OCT 28 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 2205**

**Marketing of Services**

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<b>Hours/Week:</b>	<b>3</b>	<b>Total Hours:</b>	<b>36</b>	<b>Term/Level:</b>	<b>199920</b>
<b>Lecture:</b>	<b>3</b>	<b>Total Weeks:</b>	<b>12</b>	<b>Credits:</b>	<b>3</b>
<b>Lab:</b>					
<b>Other:</b>					

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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 analyse 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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**Evaluation**

Final Examination	30%
Mid Term	30%
Home Assignments	30%
Class & Group Participation	<u>10%</u>
<b>TOTAL</b>	<b>100%</b>

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Bonus Marks (extra class presentation)

### Course Summary:

Covers the distinction between marketing methodologies and practices in relation to product and service oriented businesses. The course content 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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### 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 2205**  
**Marketing of Services**

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**Effective Date**

April 1999

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**Instructor(s)**

Richard Lindsey

Office No.:

Office Hours:

Phone:

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**Required Text(s) and Equipment**

Services Marketing – 1996 – McGraw Hill Ryerson

**Reference Text(s) & 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 Notes (Policies and Procedures)**

1. ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.
  2. 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.
  3. 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.)
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Session	Outcome/Material Covered	Reference/ Reading
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>	

Session	Outcome/Material Covered	Reference/Reading
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>	

Session	Outcome/Material Covered	Reference/ Reading
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 <b>FINAL EXAM</b></li> </ul>	
WEEK 12	<ul style="list-style-type: none"> <li>- "Topic of the Week"</li> <li>- FINAL EXAM: APPROXIMATELY 2 HOURS</li> </ul>	