



**A POLYTECHNIC INSTITUTION**

School of Business

Program: Marketing Management

Option: Professional Sales, Entrepreneurship, Marketing  
Communications, Direct Response

**MKTG 4401**  
**Marketing Planning**

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<b>Start Date:</b>	January 4, 2006	<b>End Date:</b>	May 26, 2006
<b>Total Hours:</b>	60	<b>Total Weeks:</b>	20
<b>Hours/Week:</b>	3	<b>Lecture:</b>	2
		<b>Lab:</b>	1
		<b>Term/Level:</b>	4
		<b>Course Credits:</b>	4

**Prerequisites**

<b>Course No.</b>	<b>Course Name</b>
Mktg 1102	Introduction to Marketing
Mktg 3301	Computer Applications in Marketing

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**v Course Description**

This course integrates concepts learned throughout the Marketing Management program. This includes Corporate Strategic Analysis, Marketing Strategy, Environmental Scanning, SWOT, competitive analysis, customer segmentation, forecasting, etc. The course is based on applying strategic analysis to evaluate opportunities, develop strategy, make business decisions and evaluate outcomes and ultimately to apply these concepts in preparing a formal marketing plan. The role and importance of planning and information for marketing decision-making is an underlying precept. The course content is designed to provide the student with a multidimensional learning environment including lecture, discussion, case studies, research and application of marketing plan software.

**v Evaluation**

Final Marketing Plan	25%	<b>Comments: "Failure to achieve 50% or more on: the combination of the exams (midterm + final), and the participation marks; will require 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course."</b>
Final exam	25%	
Midterm	15%	
Case Presentations	10%	
Reading Assignments,	15%	
Participation, Professionalism and	10%	
Attendance		
<b>TOTAL</b>	<b>100%</b>	

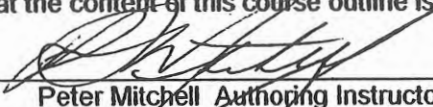
**v Course Learning Outcomes/Competencies**

Upon successful completion, the student will be able to:

- Formulate and apply realistic, quantifiable business objectives, strategies and tactics.
- Discuss the current theoretical and practical applications of corporate and marketing strategy.
- Analyze controllable and uncontrollable environmental factors and evaluate as they apply to a marketing environment.
- Develop the required inter-personal skills necessary to successfully participate in group decision-making and projects.
- Apply concepts learned in the Marketing Management diploma program to case studies, computer simulation, directed studies, practicum and career.
- Develop a formal marketing plan.
- Assess marketing plans developed by peers.

v **Verification**

I verify that the content of this course outline is current.

  
Peter Mitchell Authoring Instructor

December 12, 2005

Date

I verify that this course outline complies with BCIT policy.

  
Barry Hogan Associate Dean

Dec. 15/05  
Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

v **Instructor(s)**

Pete Mitchell

Office Location: SE 6 – 312  
Office Hrs.: Open door

Office Phone: (604) 451-6767  
E-mail Address: pmitchel@bcit.ca

v **Learning Resources**

Required:

**Marketing Planning and Strategy:** Seventh Edition, Subhash C. Jain, Thomson Publishing, Stamford CT. 2004

**The Marketing Plan Handbook:** Second Edition, Marion Burk Wood, Pearson, Prentice-Hall, Saddle River New Jersey, 2005.

v **Information for Students**

**Assignments:** Late assignments, lab reports or projects will not be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor. The completion of all assignments is required to pass the course. If an assignment is not completed, a grade of zero will result for all assignments and projects.

**Makeup Tests, Exams or Quizzes:** There will be no makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

**Ethics:** BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

**Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent.

**Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this course.**

**Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

**Attempts:** Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

**Writing Skills:** Since a high level of written communication skills is important for success in any career in business, spelling, grammar and sentence construction will be considered in assigning marks. Up to 10% of the marks for an assignment will be deducted for deficiencies in the above.

**Back up Copies:** The student is required to keep a back-up copy of all written submissions, and be prepared to provide the instructor with a second copy or an electronic copy of any submissions, upon request.

**Examinable Material:** Case examples, guest speakers, role-play exercises, videos, demonstrations, simulation games, student strategy projects and discussion may be presented during lectures, which are intended to supplement, not duplicate, course readings. The combination of readings and material covered in Lectures and Labs will assist the student to successfully complete assignments, and shall be eligible material for all exams.

**Participation and Attendance Mark:** The participation grade shall be based upon the degree to which the student:

- Attend and Arrives on time for Lectures and Labs
- Demonstrates appropriate listening skills,
- Asks questions which are relevant and pre-thought,
- Volunteers and contributes valuable ideas during class discussion,
- Contributes to team and group activities,
- Completes and demonstrates professionalism and willingness to participate in lab exercises and cases,
- Demonstrates ability to focus attention on the task at hand during Lectures and Labs, and
- Enhances the learning environment for fellow students.

**Course Outline Changes:** The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

- v **Course Information** - Course information will be available on the Instructor's Web Page. Links will be provided in lecture.
- v **Reading Assignments:** Labs where 'Reading Assignments and Presentations' are noted will be conducted as follows:

Each week, four students will be assigned individual readings. In the following week's lab, those students will present individually, for a maximum of 10 minutes, their interpretations of the assigned readings. Following questions or challenges from other set members, the presenting students will have prepared a one page summary of each of the readings that will be made available to each of the members of the set. At the end of the first half of the course, students will have summaries of the most important academic and applied readings related to the course subject matter.

Team based Case Studies will be utilized as an application to the course material.

The details of the Marketing Plan Project will be made available in Term B.

### Schedule

Week	Date W/O	Lecture	Lab
1	Jan 2		Introduction Class Resources
2	Jan 9	Introduction What is Strategy? The Strategic Management Process	Reading and reading presentation assignments <i>Readings to be available on Course Web site links</i>
3	Jan 16	Corporate Appraisal – Defining the Business Internal Assessment	Reading and reading presentation assignments Case Assignment
4	Jan 23	External Assessment Competitive Analysis	Reading and reading presentation assignments
5	Jan 30	Strategic Marketing Aligning Corporate Strategy with Marketing Strategy	Reading and reading presentation assignments
6	Feb 6	Focusing on the Customer Customer Segmentation	Reading and reading presentation assignments
7	Feb 13	Developing Marketing Objectives	Reading and reading presentation assignments
8	Feb 20	Strategy Selection Portfolio Analysis	Case Presentations
9	Feb 27	Strategic Tools Market Strategies	Case Presentations
10	Mar 6	<b>Midterm Week</b>	
11	Mar 13	<b>Spring Break</b>	
12	Mar 20	Market Strategies	<i>Note: Labs shift to Computer labs for remainder of the course</i>
13	Mar 27	<b>Easter Monday</b>	Preparation of Marketing Plan, using Marketing Plan Pro in computer labs
14	Apr 3	Introduction to Marketing Plan Pro	Preparation of Marketing Plan, using Marketing Plan Pro in computer labs
15	Apr 10	Product Strategies	Preparation of Marketing Plan, using Marketing Plan Pro in computer labs
16	Apr 17	Pricing Strategies	Preparation of Marketing Plan, using Marketing Plan Pro in computer labs
17	Apr 24	Distribution Strategies	Marketing Plan Presentations
18	May 1	Promotion Strategies	Marketing Plan Presentations
19	May 8	Customer Service Strategy	Marketing Plan Presentations
20	May 15	Global Market Strategies	Marketing Plan Presentations
21	May 22	<b>Finals Week</b>	