

FEB 12 2001



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit: School of Business

Program: Marketing Management

Option:

Course Outline

MKTG 4401

Marketing Planning

Start Date: January 2001

End Date: May 2001

Course Credits: 5

Term/Level: 4

Total Hours: 42

Total Weeks: 19

Hours/Week: 3

Lecture: 2

Lab: 1

Shop:

Seminar:

Other:

Prerequisites

*

is a Prerequisite for:

Course No. Course Name

Course No. Course Name

Mktg. 3301 Computer Applications in Marketing

Course Goals

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

1. Conduct an analysis of the environment in which a firm operates, with specific reference to its strengths and weaknesses, threats and opportunities.
2. Formulate and apply realistic, quantifiable business objectives, strategies, and tactics that relate to short and long range company planning from the perspective of both top and middle management.
3. Be familiar with the practical applications of sound marketing and business principals to the operation of a company in a business simulation environment that provides near real-life situations under competitive market conditions.
4. Use computer spreadsheets, data bases, word processing, and graphics applications in the control, monitoring, and analysis of short and long term planning results as they apply in a close to real -life simulated business environment.
5. Assemble the principal components of a marketing plan to document the action programs and control systems necessary to achieve the strategies and objectives identified at a corporate level.

Note: Dates to remember this winter/spring are:

Evaluation

Policy: BCIT's policy on attendance, course project completion and successful passing marks for examinations can be found in the BCIT calendar. Successful completion depends on the student attending 90% of the course time, passing the cumulative of the midterms and final exam, as well as successful completion of the course projects. Excessive absence will be deemed to be missing more than 2 lab hours for reasons within the student's control or for reasons not found as reasonable by the instructor (see course calendar for more details. Upon notification and failure to provide acceptable explanation, the student will be disqualified from writing the Final Exam. **Note: Failure to achieve 50% on the combined exams** will result in a 0% for all projects, as well as failure of the course in total.

EVALUATION:

Final Exam	25%
Mid Term	20%
Project/Assignments	5%
Lab Work	45%
Personal Evaluation	5%

	100%

LAB EVALUATION:

Annual Reports / Presentations (Including Objectives) (2)	25%
Team Standing (E.P.S.)	15%
Compete Quiz	5%

	45%

The course content is designed to provide the student with a multi-dimensional learning environment. To this end, a balanced program of lectures, readings, discussions, and a business simulation game are used for applicability of principals. The role and importance of “planning” and “information” for marketing decision making purposes is an underlying precept.

Course Goals

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

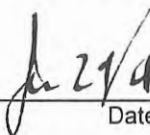
1. Conduct an analysis of the environment in which a firm operates, with specific reference to its strengths and weaknesses, threats and opportunities.
2. Formulate and apply realistic, quantifiable business objectives, strategies, and tactics that relate to short and long range company planning from the perspective of both top and middle management.
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Course Content Verification

I verify that the content of this course outline is current, accurate, and complies with BCIT Policy.



Program Head/Chief Instructor



Date

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



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit:

Program:

Option:

Instructor(s)

L.W. Rapchuk

Office No.: SE6 - 310

Office Hrs.: As Posted

Office Phone: 451-6769

E-mail Address: lrpachuk@bcit.ca

Learning Resources

Required:

1. Marketing Management : Strategies and Programs

by J. P. Gultinan and G. W. Paul

McGraw Hill Book Company (Sixth Edition) 1997

Note: Either the full version text (above) or the special custom edition version available in the BCIT bookstore are acceptable.

2. Compete : A Dynamic Marketing Simulation (Fourth Edition)

by A. J. Faria, R. O. Nulsen Jr., and D. S. Roussos

Irwin Books.

Recommended:

Course Notes (Policies and Procedures)

Assignments: Late assignments or projects will not be accepted for marking. Assignments must be done on an individual or group basis as specified by the instructor.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced.

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

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.

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects or exams. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).

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 at the approval of the instructor.

Labs/Lectures: Attendance is mandatory. Lab exercises are due at the end of the lab period.

Assignment and Exam Details

An attendance register will be maintained in labs, and attendance requirements will be enforced as per BCIT official policy as noted in the BCIT calendar. Excessive absence will be deemed to be missing more than two labs for reasons within the students control (a valid medical certificate stating what the students was treated for and the time the student will be absent from classes is required if students are away due to illness). Upon notification of excessive absence and failure of the student to provide adequate explanation for such absence, the student will be disqualified from writing the final examination in the course. Consistent lateness for classes will be noted and if excessive, the student will be marked as absent and evaluation grading adjusted accordingly.

All marks for the course will be assigned on an individual basis. Project and group assignment grades will also be assigned on an individual basis.

Late assignments will be assessed a 5% penalty if handed in up to one day late. Assignments more than one day late will be accepted at the discretion of the instructor, and if accepted penalized 10% for each additional late day.

Photocopied assignments, in part or in whole, will not be accepted and the student graded accordingly. An assignment copied and printed from another students disk is considered plagiarism and both parties are and will be held responsible. Students are not permitted to re-submit assignments for higher grades.

Computer labs are to be used for Marketing 4401 Applications only. Students must obtain the instructors permission to use the facilities to work on unrelated course assignments. If unrelated course assignments are being worked on without the instructor's permission, the instructor may turn-off the student's computer and ask the student to leave the class, and the student will be marked absent for that class.

Students must pass the exam component of the course in order to take advantage of group marks and receive a passing grade in the course. That is, students **MUST PASS THE FINAL EXAM** and have an aggregate passing average of 50% on the final exam plus the mid-term.

Exams and quizzes are to be all inclusive, in that students will be responsible for all readings, lecture material, and lab work as indicated on the course outline.



Schedule

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit:

Program:

Option:

Lecture/Lab Week	Dates	Subject Matter of Lecture	Readings	Lab Coverage
1	Jan 3	Introduction /Compete Orientation		
2	Jan 8	Compete Quiz/ Orientation	Compete Manual	Company Organization
3	Jan 15	Objectives / Mkt. Share Analysis	Compete Manual	Company Objectives
4	Jan 22	Mkt. Planning Process / Corp. Planning	Ch. 1 & 2	Period 1 Decision
5	Jan 29	Market Analysis / Competitive Analysis	Ch. 3 &4	Period 2 Decision
6	Feb 5	Competitive Analysis	Ch. 4	Period 3 Decision
7	Feb 12	Marketing Strategies	Ch. 7	Period 4 Decision
8	Feb 19	Productivity / Profitability	Ch. 6	Year 1 Analysis
9	Feb 26	Mid-Term Exam		Yr.1 Pres./Dec.#5
10	Mar 5	Productivity / Profitability	Ch. 6	Period 6 Decision
11	Mar 12	Spring Break		Period 7 Decision
12	Mar 19	The Marketing Plan	Ch. 5	Period 8 Decision
13	Mar 26	The Mktg. Plan / Prod. Development	Ch. 5 & 8	Year 2 Analysis
14	Apr 2	Easter Monday Holiday		Yr.2 Presentation
15	Apr 9	Product Development / Pricing	Ch. 8 & 9	Case Study/Dec. #9
16	Apr 16	Pricing / Advertising	Ch. 9 & 10	Case Study/Dec.#10
17	Apr 23	Sales Promotion / Distribution	Ch. 11 & 12	Case Study/Dec.#11
18	Apr 30	Sales Budgets / Organization	Ch. 13 & 14	Case Study/Dec.#12
19	May 7	Mgmt. Information Systems	T. B. A.	Case Study - TBA
20	May 14			
21	May 21	Victoria Day / Exam Week		

NOTE: The course outline will be adjusted to reflect course material covered.