

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME : Marketing Planning

COURSE NUMBER Mktg. 4401 DATE Jan - May 2000

Prepared by L. W. Rapchuk Taught to Second Year

School Business School Business

Program Marketing Program Marketing

Date Prepared January 4, 2000 Option Marketing

Term 4 Hrs. / Week 3 Credits 5

No. of Weeks 19 Total Hours 42

Instructor L. W. Rapchuk Office SE6 - 310 Local 6769

Office Hours As Posted

PREREQUISITES :

COURSE OBJECTIVES :

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.

COURSE OBJECTIVES : (Continued)

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.
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ADMINISTRATIVE REQUIREMENTS

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.

Photo-copied 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.

ADMINISTRATIVE REQUIREMENTS (Continued)

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.

EVALUATION :

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

	100%

LAB EVALUATION :

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

	45%

REQUIRED TEXTS AND EQUIPMENT:

1. Marketing Management : Strategies and Programs
by J. P. Guiltinan and G. W. Paul
McGraw Hill Book Company (Sixth Edition)
 2. Compete : A Dynamic Marketing Simulation (Fourth Edition)
by A. J. Faria, R. O. Nulsen Jr., and D. S. Roussos
Irwin Books.
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COURSE SUMMARY :

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 OUTLINE (Continued)			
ture	Subject Matter of Lecture	Readings	Lab. Coverage
Lab /Week			
Jan. 4	Introduction /Compete Orientation		
Jan. 10	Compete Quiz/ Orientation	Compete Manual	Company Objectives
Jan. 17	Objectives / Mkt. Share Analysis	Ch. 1	Period 1 Decision
Jan. 24	Mkt. Planning Process	Ch. 1	Period 2 Decision
Jan. 31	Corporate Planning	Ch. 2&3	Period 3 Decision
Feb. 7	Market Analysis	Ch. 3&4	Period 4 Decision
Feb. 14	Competitive Analysis	Ch. 4	Year 1 Analysis
Feb. 21	Marketing Strategies	Ch. 7	Yr.1 Pres./Dec. #5
Feb. 28	Mid-Term Exam		Period 6 Decision
Mar. 6	Mid-Term Exam Week		
Mar. 13	Productivity / Profitability	Ch. 6	Period 7 Decision
Mar. 20	Productivity / Profitability	Ch. 6	Period 8 Decision
Mar. 27	The Marketing Plan	Ch. 5	Year 2 Analysis
Apr. 3	Easter Monday Holiday		Yr.2 Presentation
Apr. 10	The Mktg. Plan / Prod. Development	Ch. 5 & 8	Case Study / Decision
Apr. 17	Product Development / Pricing	Ch. 8 & 9	Case Study / Decsion
Apr. 24	Pricing / Advertising	Ch. 9 & 10	Case Study / Decision
May. 1	Sales Promotion / Distribution	Ch. 11 & 12	Case Study /Decision
May 8	Sales Budgets / Organization	Ch. 13&14	Case Study / Decision
May 15	Review week		
May 23-26	Victoria Day / Exam Week		

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