

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME : Marketing Planning

COURSE NUMBER Mktg. 4401 DATE Jan - May 1996

Prepared by L. W. Rapchuk Taught to Second Year

School \_\_\_\_\_ School Business

Program \_\_\_\_\_ Program Marketing

Date Prepared January, 1996 Option Mktg. / Int'l Bus.

Term 4 Hrs. / Week 4 Credits 5

No. of Weeks 14 Total Hours 56

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

Office Hours As Posted

**PREREQUISITES :** MKTG. 3301 Computer Applications in Marketing

**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.

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### **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.

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## **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.

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### **EVALUATION :**

Final Exam	25%
Mid Term	20%
Project/Assignments	10%
Lab Work	40%
Personal Evaluation	5%
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	100%

### **LAB EVALUATION :**

Annual Reports / Presentations	20%
(Including Objectives) (3)	
Team Standing (E.P.S.)	15%
Compete Quiz	5%
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	40%

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## **REQUIRED TEXTS AND EQUIPMENT:**

1. Marketing Management : Strategies and Programs  
by J. P. Gultinan and G. W. Paul  
McGraw Hill Book Company (Fifth Edition) 1994
  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)

Lecture Lab /Week	Subject Matter of Lecture	Readings	Lab. Coverage
Jan. 3	Registration/ Orientation		
Jan. 8	Introduction /Compete Orientation	Compete Manual	Period 0 Decision
Jan. 15	Compete Quiz/ Orientation	Compete Manual	Period 1 Decision
Jan. 22	Mrkt. Planning Process / Corp. Planning	Ch. 1 & 2	Period 2 Decision
Jan. 29	Market Analysis	Ch. 3	Period 3 Decision
Feb. 5	Market Analysis / Competitive Analysis	Ch. 3 & 4	Period 4 Decision
Feb. 12	Competitive Analysis	Ch. 4	Year 1 Analysis
Feb. 19	Marketing Strategies	Ch. 7	Yr.1 Pres./Dec. #5
Feb. 26	Productivity / Profitability	Ch. 6	Period 6 Decision
Mar. 4	Mid-Term Exam		Period 7 Decision
Mar. 11	Spring Break		
Mar. 18	Productivity / Profitability	Ch. 6	Period 8 Decision
Mar. 25	The Marketing Plan	Ch. 5	Year 2 Analysis
Apr. 1	Easter Monday Holiday		Yr.2 Presentation
Apr. 8	The Mktg. Plan / Prod. Development	Ch. 5 & 8	Case Study - TBA
Apr. 15	Product Development / Pricing	Ch. 8 & 9	Case Study - TBA
Apr. 22	Pricing / Advertising	Ch. 9 & 10	Case Study - TBA
Apr. 29	Sales Promotion / Distribution	Ch. 11 & 12	Case Study - TBA
May 6	Sales Budgets / Organization	Ch. 13 & 14	Case Study - TBA
May 13	Mgmt. Information Systems	T. B. A.	Review
May 20-24	Victoria Day / Exam Week		

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