

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME _____ Marketing Planning _____

COURSE NUMBER _____ MKTG 401 4401 _____ DATE _____ Dec. May 1994 _____

Prepared by _____ L. W. Rapchuk _____ Taught to _____ Second _____ Year

School _____ Business _____ School _____ Business _____

Program _____ Marketing _____
Program Management Technology _____ Program _____ Marketing _____

Date Prepared _____ December, 1993 _____ Option 20A4, B4, C4, D4, K4, L4, G4

Term _____ 4 _____ Hrs/Wk _____ 4 _____ Credits _____ 5 _____

No. of Weeks _____ 19 _____ Total Hours _____ 76 _____

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Instructor _____ L. W. Rapchuk _____ Office _____ SE6-110 _____ Local _____ 6759 _____

Office Hours _____ As Posted _____

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PREREQUISITES: MKTG 301 Quantitative Methods and Computer
Applications in Marketing

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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 reference to its strengths and weaknesses, and threats and opportunities.
 2. Identify possible business strategies for a firm to satisfy its corporate objectives and achieve a differential advantage in the market place.
 3. Be familiar with the practical application of marketing and sound business principals to meet planned company long/ short-term objectives, through the use of business simulations.
 4. Assemble the principal components of a marketing plan to document the action programs and control sytems necessary to achieve the strategies and objectives identified at a corporate level.
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ADMINISTRATIVE REQUIREMENTS

1. An attendance register will be maintained in labs, and attendance requirements will be enforced as per BCIT policy on Page 7 of the BCIT calendar. Excessive absence will be deemed to be missing more than two Labs for reasons within the students control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final examination. Consistant lateness for classes will be noted and if excessive the student will be marked absent and evaluation grading adjusted accordingly.
2. All marks for the course will be assigned on an individual basis. Project /assignment grades will also be assigned on an individual basis.
3. 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 instuctor and if accepted penalized 10% for each additional late day.
4. 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 mid-terms.
5. Exams and quizzes are all inclusive, in that students will be responsible for all readings, lecture material, and lab exercises as indicated on the course outline.

EVALUATION:	Final Exam	25%	LAB EVALUATION:	
	Mid Term	20%	Annual Reports/	20%
	Assignments/Quizzes	5%	Presentations (3)	
	Labs	40%	Team Standings	15%
	Personal Evaluation	10%	Compete Quiz	5%
		100%		40%

REQUIRED TEXTS AND EQUIPMENT:

1. Marketing Management: Strategies and Programs
by J. P. Guiltinan and G. W. Paul ,
McGraw Hill Book Company (Fourth Edition) 1991
2. Compete: A Dynamic Marketing Simulation
1984. Third Edition (Student Manual)
Plano, Texas
3. Floppy Diskettes: One box (size, specifications TLA)

COURSE SUMMARY

The course is designed to provide the student with a multi-dimensional learning environment. To this end, a balanced program of lectures, readings, discussions, and simulation exercises are utilized. 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. 10	Intro./Compete Orientation	Compete Manual	Period 0 Decision
Jan. 17	Compete Quiz/Orientation	Compete Manual	Period 1 Decision
Jan. 24	Market Planning Process/ Corporate Market Planning	Ch. 1/2	Period 2 Decision
Jan. 31	Market Analysis	Ch. 3	Period 3 Decision
Feb. 7	Market Analysis / Competitive Analysis	Ch. 3/4	Period 4 Decision
Feb. 14	Competitive Analysis	Ch. 4	Analysis Yr.1 Results
Feb. 21	Marketing Strategies	Ch. 7	Yr.1 Presentations Period 5 Decision
Feb. 28	Productivity/ Profitability	Ch. 6	Period 6 Decision
Mar. 7	Mid-Term Exam		Period 7 Decision
Mar. 14	Spring Break		
Mar. 21	Productivity / Profitability	Ch. 6	Period 8 Decision
Mar. 28	The Marketing Plan	Ch. 5	Analysis Yr.2 Results
Apr. 4	Easter Monday Holiday		Yr.2 Presentation Period 9 Decision
Apr. 11	The Mktg. Plan/Product Devel.	Ch.5/8	Period 10 Decision
Apr. 18	Product Development/ Pricing	Ch.8/9	Period 11 Decision
Apr. 25	Pricing/ Advertising	Ch.9/10	Period 12 Decision
May 2	Sales Promo/ Distr'n.	Ch11/12	Analysis Yr.3 Results
May 9	Sales Budgets/Organization	Ch13/14	Yr.3 Presentation
May 16	Ngmt Information Systems	TBA	Review
May 23-27	Victoria Day / Exam Week		

NOTE:

Course outline will be adjusted accordingly to reflect course progress