



Course Outline

A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: BMGT

Course Number: MKTG 2334

Course Name: Applied Sales and Marketing

Start Date: September 4, 2007

End Date: December 14, 2007

Total Hours: 45 Total Weeks: 15

Term/Level: 3 Course Credits: 3

Hours/Week: 3 Lecture: 1 Lab: 2

Shop: Seminar: Other:

Prerequisites

Course No.	Course Name
MKTG 1102	Essentials of Marketing

v Course Description

Focuses on applying the marketing concepts from the introductory marketing course. Marketing strategy will be discussed as an essential requirement for business success. Emphasizes the development of personal selling skills and customer relationships.

v Evaluation

Final Exam	25%
Midterm Exam	25%
Participation	10%
Sales Presentation	20%
Marketing Plan	20%
TOTAL	100%

Failure to achieve 50% or more on the combination of the midterm and final exams will result in a 0% being assigned for all other projects, assignments, and participation/attendance marks, resulting in a failing grade for this course.

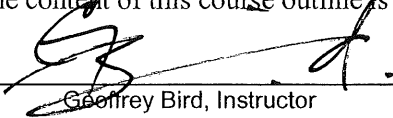
v Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

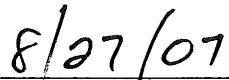
- Perform and evaluate sales presentations
- Explain the importance of initiating and maintaining customer relationships
- Identify marketing problems and opportunities
- Explain the importance of marketing in organizations and organizational strategy
- Explain the effects of social, legal, ethical, and technological environments on marketing decision-making.
- Explain, perform and evaluate market forecasting
- Identify and explain the components of a formal marketing plan
- Prepare a formal marketing plan

v **Verification**

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



Geoffrey Bird, Instructor




Date

I verify that this course outline has been reviewed.

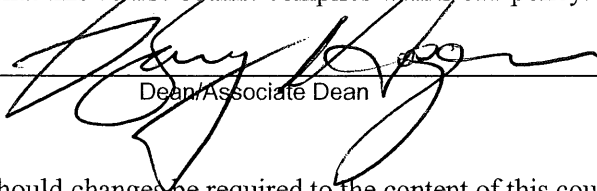


Program Head/Chief Instructor

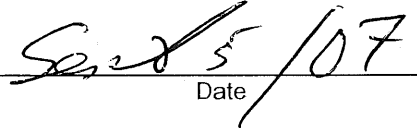


Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean



Date

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

v **Instructor(s)**

Geoffrey Bird Office Location: SE6 - Room 312 Office Phone: 604-451-6771
Office Hrs.: TBD E-mail Address: geoffrey_bird@bcit.ca

v **Learning Resources**

Required Textbook:

The Marketing Plan Handbook – 3rd Edition, Marian Burk Wood, Pearson Education, Inc., 2008, ISBN: 0-13-223755-5

Recommended:

Selling Today – Manning, Reece, and MacKenzie
Marketing Strategy – Ferrell and Hartline
Raving Fans – Ken Blanchard
Customers for Life – Carl Sewell
The Nordstrom Way to Customer Service Excellence – Robert Spector and Patrick McCarthy
Stop, Ask and Listen: Proven Sales Techniques to Turn Browsers into Buyers – Kelley Robertson
Good to Great Companies – Jim Collins
The Art of Civilized Conversation – Margaret Shepherd

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.

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. These penalties may also be applied to students who knowingly contribute to the act of dishonesty, cheating and plagiarism.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Students are expected to be in attendance for all scheduled Lecture and Lab time. For this course, **excessive absence will consist of missing more than the equivalent of three Lab hours** for reasons within the student's control. **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.

Exam Marks: The student is required to achieve a pass (50%) on the combined marks of the Mid-term Exams and Final Exam in order to receive credit for Assignments and Group Work.

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 of any submissions, upon request.

Examinable Material: Case examples, guest speakers, role-play exercises, videos, assignments, demonstrations 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:

- Arrives for Lectures and Labs on time,
- Asks questions which are relevant and thoughtful
- Volunteers and contributes valuable ideas during class discussion,
- Contributes to team and group activities,
- Demonstrates professionalism and willingness to participate in role-plays and exercises,
- 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 **Assignment Details – To be handed out in lecture and will be available on the website.**

Schedule

Week of	Outcome	Course Readings	Assignment Due Dates
September 3	Labour Day/ Registration		
September 10	Introduction/Assignments Approach Needs Analysis		
September 17	FABS/Trial Closes	TBA	
September 24	Objections Closes	TBA	
October 1	Prospecting, Preapproach Customer Service Communication Skills	TBA	
October 8	<i>Thanksgiving No Classes Monday October 8</i>	TBA	Written Plan Due to Instructor's Office for Set A/ Set B due in Lab
October 15	Midterm	TBA	
October 22	Introduction to Marketing Strategy Situation Analysis	TBA	Sales Presentations
October 29	Market Driven SWOT	TBA	Sales Presentations
November 5	Segmentation, Forecasting, Marketing Goals	TBA	Marketing Plan Work Plan Due
November 12	<i>Remembrance Day No Classes Monday November 12</i>	TBA	
November 19	Primary & Secondary Target Markets and Marketing Mix; Product, Price, Place & Promotion Strategies	TBA	
November 26	Implementation, Evaluation Control, Executive Summary	TBA	Marketing Plan Due Wednesday November 28 – 12:00 Noon
December 4	Branding Yourself!	TBA	
December 10-14	Final Exam Week		