

OCT 13 1999



School of Business

MKTG 2334
Applied Sales & Marketing

Start Date: September 8, 1999

End Date: December 10, 1999

Course Credits: 3

Hours/Week: **Lecture: 1** **Lab: 2**

Taught to: **MGTS A,B,C,D**

Prerequisite: **MKTG 1102**

Instructor: **Cindy McPherson**

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Office: SE 6 - Room 312

Office Hours: Monday - 1230 - 1330

Tuesday - 1230 - 1430

Course Description: Focuses on applying the marketing concepts from the introductory marketing course. Emphasizes the development of personal selling skills. Students will develop a comprehensive plan for marketing and selling a product or service.

Course Goals:

Review knowledge of marketing

Understand and evaluate the effectiveness of various market research and media choices

Understand, perform and evaluate sales presentations

Understand the rudiments of personal motivation and management

Develop a comprehensive plan for marketing and selling a product or service

MKTG 2334 Course Outline (cont)

Evaluation:

Final Examination	30%
Mid Term Examination	20%
Attendance, Attitude and Participation	10%
Individual Written/Oral Assignments	15%
Group Project	<u>25%</u>
Total	100%

Note: In order to get credit for the assignments as well as the lab marks, you must have a passing grade on the total of the midterm and the final exam. That is, the combined marks of the midterm and the final must exceed 50%.

No Make-ups on exams.

- A. For late submission of projects, 5% will be deducted per day for each day late.
- B. Up to 10% of the marks will be deducted on the project for spelling and grammatical errors. **Proofread your work!**

Learning Resources:

Selling Today: Building Quality Partnerships - Manning, Reece MacKenzie

First year marketing Text

<http://www.Selling-Today.com>

BCIT Policy Information for Students

BCIT Policies on Behaviour, Conduct and Attendance as described on pp. 4,5 and 6 in the school calendar will be enforced. Please note excessive absence will be deemed to be missing more than one lab, for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, consequences could include course failure as per BCIT policy.

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Schedule*

**Subject to Instructor's discretion*

Week	Date	Lecture	Chapter
1	Sep-13	Introduction & Marketing Review	1
2	Sep-20	Ethics and Relationship Strategy	2,3
3	Sep-27	Market Research	7,8
4	Oct-04	Product strategy	5,6
5	Oct-11	Thanksgiving - No Classes	
6	Oct-18	Marketing Communication	
7	Oct-25	Midterm	
8	Nov-01	The Customer and Sales Presentation	9,10
9	Nov-08	Negotiation	11,12
10	Nov-15	Always be Closing	13,14
11	Nov-22	Personal Management	15
12	Nov-29	Communication styles	16
	December 6-10 Exam Week		