



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Technical Sales

Option:

Course Outline Part A

MKTG 3302
Business Marketing

Hours/Week:	4	Total Hours:	52	Term/Level:	3
Lecture:		Total Weeks:	13	Credits:	4.0
Lab:					
Other:					

Prerequisites

MKTG 3302 is a Prerequisite for:

Course No.	Course Name	Course No.	Course Name
MKTG 1102	Introductory Marketing		4th Term Courses

Course Goals

Course Description

To understand the scope and importance of marketing to industry, governments and institutions; develop a marketing strategy with emphasis on segmenting the target market; appreciate the opportunities for marketing business products from a variety of industries within BC; and analyze industrial marketing situations and present solutions to resolve the underlying issues.

Evaluation

Final Examination	35%	Attendance requirements will be enforced as per the BCIT policy on Pg. 7 of the Calendar. Excessive absence will be deemed to be missing more than 2 labs for reasons within the students' control. Upon notification of excessive absence and failure to provide adequate explanation, the student may be disqualified from writing the final examination. Students must have at least a 50% cumulative mark from the two exams to pass the course.
Mid Term	30%	
Participation & Attendance	10%	
Lab Assignments/Projects	25%	
TOTAL	100%	

Course Outcomes and Sub-Outcomes

Upon successful completion of this course the student will be able to:

1. Apply the marketing concept and prepare the components of a reasonably detailed marketing plan for someone marketing in the Business to Business Market.
2. Use a step-by-step analysis to identify target markets through market segmentation.
3. Identify the right sources in a buying centre and prepare the proper action plan to reach them.
4. Differentiate the various classifications of business products and services in order to prepare presentations to professional buyers and buying centres.
5. Formulate and present promotional strategies with ability to select the right promotional medium and allocate appropriate funding.
6. Identify the activities of physical distribution and explain the role played by each in the movement and handling of products.
7. Differentiate the process of physical movement of a product and the role of the intermediary in the movement of the product.
8. Identify the components of customer service, particularly as they relate to the order cycle, to determine where problems lie and recommend improvement.
9. Compare the various modes of transportation and choose the most effective channel for moving the product through the system.
10. Differentiate between wholesalers to ensure the right type of intermediary is being used to distribute product.

Course Record

Developed by: _____
Instructor Name and Department (signature)

Date: August, 1996

Revised by: _____
Instructor Name and Department (signature)

Date: August, 1996

Approved by: _____
Associate Dean / Program Head (signature)

Start Date: _____



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

*School of Business
Program: Technical Sales
Option:*

Course Outline Part B

**MKTG 3302
Business Marketing**

Effective Date

September 1996

Instructor(s)

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Anne Marie Nielson

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Phone: 8445

Text(s) and Equipment

Required:

Business Marketing — A Global Perspective
BCIT Special Edition

Recommended:

Course Notes (Policies and Procedures)

Assignment Details

Lab assignments and participation will account for 35% of the total grade. Details will be provided in lab.

<u>WEEK #</u>	<u>LECTURE DATES</u>	<u>OUTCOME MATERIAL COVERED</u>	<u>TEXT REFERENCES</u>	<u>ASSIGNMENT LABS</u>
1	Sept. 1	The Business Environment	Chapter 1	none
2	Sept. 9/ 12	How Organizations Buy	Chapters 3/4	Exercise
3	Sept. 16/ 19	How Organizations Buy	Chapters 3/4	Exercise
4	Sept. 23/ Sept. 26	How Organizations Buy Ethics	Chapters 3/4	Exercise
5	Sept. 30/ Oct. 3	Market Intelligence	Chapt. 5	Case Study
6	Oct. 7/ 10	Market Segmentation	Chapt. 6	Exercise
7	Oct. 14/ 17	THANKSGIVING/ Mid Term		Final Project / Section #1
8	Oct 21/ 24	Marketing Planning	Chapter 2	Project Work / Section #2
9	Oct. 28/ 31	Distribution	Chapter 11	Project Work / Section #3
10	Nov. 4/ 7	Product Management/ Pricing	Chapters 7 / 8	Project Work / Section #4
11	Nov. 11/ 14	REMEMBERANCE DAY/ Communication Strategies	Chapters 9/10	Project Work / Sefction # 5
12	Nov. 18/ 21	Advertising / Sales Promotion/ Personal Selling	Chapters 9/10	Project Work / Section #6
13	Nov. 25/ 28	Tradeshows / Direct Marketing	Chapters 9/10	Presentations
14	Dec. 2/ 5	Closing / Review FINAL EXAM (2 hrs)		Presentations