

BCIT**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY****COURSE OUTLINE**

COURSE NUMBER: **MKTG. 2334**

COURSE NAME: **"Applied Marketing and Sales "**

DATE: **September 1996**

SCHOOL OF: **Business**

DEPT: **Marketing Management**

OPTION: **3 A, B, & C**

PREREQUISITES: **ESSENTIALS OF MARKETING**

INSTRUCTOR: **ANNE MARIE NEILSON** **OFFICE:** **SE6 314**

TELEPHONE / LOCAL **432 - 8445** **HOURS:** **POSTED ON DOOR**

E-MAIL **aneilson@bcit.bc.ca**

<i>Hours/ Week:</i>	3	<i>Lab:</i>	2	<i>Total Hours:</i>	45
<i>Lecture:</i>	1			<i>Total Weeks:</i>	15

COURSE GOALS:

This is an introductory course designed to provide the student with an overview of marketing research and professional sales, and how they can be applied in any type of organization or service.

At the end of this course the student will be able to:

Identify the qualitative and quantitative methods of analyzing market research data.

Create a questionnaire based on the problems/opportunities identified, and sort the information into usable data.

Prepare a basic market research report, from the findings of primary and secondary data.

Explain the fundamentals of selling.

EVALUATION:	VALUE	ASSIGNED	DUE
PARTICIPATION/ATTENDANCE	**10 %	ongoing	
ASSIGNMENT #1	10 %	Sept. 23	Nov. 18
ASSIGNMENT #2	10 %	Nov. 4	Nov. 25
MID TERM #1	*20 %	Nov. 4	Nov. 4
TERM PROJECT/PRESENTATIONS	*** 20 %	Sept. 16	Nov. 25/ Dec. 2
FINAL EXAM	*30 %	TBA	
TOTAL	<u>100</u> %		

EVALUATION (contd...)

- * Students must pass the accumulative of the mid terms and final exam to pass the course. That is, the combined marks of the mid terms and the final must meet or exceed 50%.
No make-ups on exams.
- ** Attendance requirements will be followed as per the BCIT policy.
Students begin with a 5% grade in attendance, and will earn additional marks by full attendance and by demonstrating their desire to participate in lectures and labs. Students will be deducted marks for missing labs for reasons within the student's control. Any student missing more than two labs for reasons within their control, will be referred to the Associate Dean for assessment. Excessive absence will result in disqualification from writing the final exam.
Excessive lateness for labs or lectures will be evaluated the same as if being absent.
- *** The oral presentations are part of the labs and attendance will be mandatory.
Any student not attending a lab in which presentations are being held, will receive a 0 for their own presentation mark. Projects will be done as group efforts.
The written portion of the project will be submitted in a typed and professional format.
Marks will be deducted for spelling or grammatical errors.

Examinations will cover all material dealt with in lectures, labs, assigned reading, guests lecturers, and videos.

Plagiarism, if proven by clear evidence, will result in both students in question receiving a 0 grade.

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REQUIRED TEXT(S) AND EQUIPMENT

Chakrapani and Deal, Marketing Research Methods and Canadian Practice

<u>WEEK</u> #	<u>LECTURE</u> DATES	<u>OUTCOME</u> <u>MATERIAL COVERED</u>	<u>TEXT</u> <u>REFERENCES</u>	<u>ASSIGNMENT</u> <u>LABS</u>	
1	Sept. 2	No classes	none	none	
2	Sept. 9	What is Market Research/ Why is it important?	Chapt. 1 - 2	Assignment #1 organization	
3	Sept. 16	Primary and Secondary Research Defining the Research Problem	Chapt. 1 - 2	Critique primary and secondary data Administer and tabulate assignment #1	
4	Sept. 23	Designing the Research Project/ and Proposal	Chapt. 3 - 4	Presentations Introduction of Final Project	
5	Sept. 30	Qualitative Research (Focus Groups)	Chapt. 5	Exercise Focus Groups	
6	Oct. 7	Quantitative Research (Sampling)	Chapt. 6	Critique Student Evaluations	
7	Oct. 14	THANKSGIVING		Work on Final Project	
8	Oct 21	Designing The Questionnaire	Chapt. 7	Secondary research hunt for Final Project	

9	Oct. 28	Data Base Research Systems/Secondary Research Techniques	Chapt. 8	Exercise	
10	Nov. 4	MID TERM	Chapt. 1 - 8	Introduction of Assignment #2 /Exercise	
11	Nov. 11	REMEMBERANCE DAY/ LABS ONLY Fundamentals of the Sale The Approach/ Generating Leads and Rapport		Work on Final Assignment	
12	Nov. 18	Uncovering Needs/Problems/Oppotunities	HANDOUT	Exercise <u>Assignment #2</u> <u>DUE</u>	
13	Nov. 25	Handling Objections/ Closing the Sale	HANDOUT	Presentations	
14	Dec. 2	Closing / Review	HANDOUT	Presentations	
15	Dec. 9	EXAM WEEK TBA	EXAM	EXAM	