

JUN 29 1998

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY**COURSE OUTLINE**

COURSE NUMBER: MKTG. 2334

COURSE NAME: "Applied Marketing and Sales"

DATE: September 1997

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

Hours/ Week:	3	Lab:	2	Total Hours:	45
Lecture:	1			Total Weeks:	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 %		
ASSIGNMENT #2	10 %		
MID TERM #1	*20 %		
TERM PROJECT/PRESENTATIONS	*** 20 %		
FINAL EXAM	*30 %	TBA	
TOTAL	<u>100</u> %		

EVALUATION (contd...)

- * Students must pass the cumulative 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 O grade.

Course Outcomes and Sub-Outcomes

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.

Course Record

Developed by: ANNE MARIE NEILSON Date: Sept 3/97
Instructor Name & Department (signature)

Revised by: _____ Date: _____
Instructor Name & Department (signature)

Recommended by: JAMES D. B. ASH Date: 7/16/99
Program Head Name & Department (signature)

Approved by: Ann Fanner Start Date: Sept 30/97
Associate Dean/Dean Name & Department (signature)

SUMMARY:

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.

*NOTE PLEASE SEE COMPLETE OUTLINE ATTACHED.

REQUIRED TEXT(S) AND EQUIPMENTChakrapani and Deal, **Marketing Research Methods and Canadian Practice**

<u>WEEK</u> <u>#</u>	<u>LECTURE</u> <u>DATES</u>	<u>OUTCOME</u> <u>MATERIAL COVERED</u>	<u>TEXT</u> <u>REFERENCES</u>	<u>ASSIGNMENT</u> <u>LABS</u>	
1	Sept. 1	No classes	none	none	
2	Sept. 8	What is Market Research/ Why is it important?	Chapt. 1 - 2	Exercise & Introduction of Assignment #1	
3	Sept. 15	Primary and Secondary Research Defining the Research Problem	Chapt. 1 - 2	Set up of Assignment #1 (Defining the problem) & Introduction of Final Assignment	
4	Sept. 22	Designing the Research Project/ Proposal and Questionnaire	Chapt. 3 - 4 & 7	Work on Assignment #1 (students create surveys)	
5	Sept. 29	Qualitative Research (Focus Groups)	Chapt. 5	Work on Final Project in groups (Prepare list of information needed for library research) ----- * students administer surveys for assignment #1 no labs	
6	Oct. 6	Quantitative Research (Sampling)	Chapt. 6	Library Day with Linda Matsuba (Using Secondary Research information)	

week #	WEEK OF:	OUTCOME MATERIAL COVERED	TEXT REFERENCES	ASSIGNMENT LABS	
7	Oct. 13	THANKSGIVING		no labs use time to work on Assignment #1	
8	Oct 20	Data Base Research Systems/Secondary Research Techniques	Chapt. 8	Assignment #1 Presentations	*
9	Oct. 27	MID TERM	Chapt. 1 - 8	Data Base Exercise	
10	Nov. 3	Fundamentals of the Sale The Approach/ Generating Leads and Rapport	HANDOUT	Introduce Assignment #2	*
11	Nov. 10	Uncovering Needs/Problems/ Opportunities * Clease #1	HANDOUT	Work on handouts in labs and Assignment #2	
12	Nov. 17	Handling Objections/ Closing the Sale * Clease #2	HANDOUT	Assignment #2 DUE for presentation in labs and hand-in	*
13	Nov. 24	Closing the Sale and after/ sales Follow up *Cleaze #3	HANDOUT	Presentations	
14	Dec. 1	Closing / Review *Cleaze #4	HANDOUT	Presentations	
15	Dec. 8	EXAM WEEK TBA	EXAM	EXAM	