



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline Part A

School of Business
Program: Technical Sales
Option:

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	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: SHACKER / MKTG [Signature] Date: Sept 9/95
Instructor Name and Department (signature)

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

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



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business
Program: Technical Sales
Option:

Course Outline Part B

MKTG 3302
Business Marketing

Effective Date

September 1995

Instructor(s)

Morie Shacker

Office No.: IBM-328

Phone: 8572

Office Hrs.: Posted on office door

Text(s) and Equipment

Required:

Business To Business Marketing — Bringham & Raffield
BCIT Special Edition

Recommended:

Course Notes (Policies and Procedures)

Assignment Details

No major assignments but 30% of the total marks will be from assignments done in the labs.



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business
 Program: Technical Sales
 Option:

Schedule

MKTG 3302
Business Marketing

Week of	Outcome/Material Covered	Reference/Reading	Assignment	Due Date
Sept. 8	The Business Environment	Chapters 1–6 and 15 (Excluding Chapter 5)		
Sept. 15	Fundamentals of Purchasing			
Sept. 22	Managing the Buying Function			
Sept. 29	Organizational Buying Behavior			
Oct. 6	Market Segmentation			
Oct. 13	Ethics			
Oct. 20	Mid Term Examination			
Oct. 27	Pricing Channels of distribution Physical Distribution Advertising Sales Promotion	Chapters 8–12		
Nov. 3				
Nov. 10				
Nov. 17				
Nov. 24				
Dec. 1				
Dec. 8	Final Examination			

LAB ACTIVITIES*

Session #	Week of		Value
1	Sept. 11	Introduction	
2	Sept. 18	Exc. Classification of Good Preparation	5%
3	Sept. 25	Classification of Goods Presentation	
4	Oct. 2	Case Study Organizing for Purchasing	
5	Oct. 9	Exercise Segmentation	5%
6	Oct. 16	Arbitration Exercise	
		Mid Term Examination	
7	Oct.23	Case Study — Ethics	
8	Oct. 30	Discount Exercise	5%
9	Nov. 6	Channels of Distribution	
10	Nov. 13	Preparing for Negotiation	5%
11	Nov. 20	Presenting the Negotiation Plan	
12	Nov. 27	Preparing the Promotional Plan	5%
13	Dec. 9	Presenting the Promotional Plan	

* Subject to change.