

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME BUSINESS MARKETING

COURSE NUMBER MKTG 3302 DATE September 1994

Prepared by \_\_\_\_\_ Taught to Second

School Business Program Technical Sales

Date Prepared August 1994 Option \_\_\_\_\_

Term 3 Hrs/Wk 4 Credits 4

No. of Weeks 13 Total Hours 52

Instructor(s) Morie Shacker Office IBM - 328 Local 8572

**PREREQUISITES** Introductory Marketing

**COURSE OBJECTIVES**

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

1. Understand the scope and importance of marketing to industry, governments and institutions.
2. Develop a marketing strategy with emphasis on segmenting the target market.
3. Appreciate the opportunities for marketing business products from a variety of industries within B.C.
4. Analyze industrial marketing situations and present solutions to resolve the underlying issues.

**EVALUATION**

Final Examination	<u>25</u> %
Quizzes (2)	<u>40</u> %
Participation & Attendance	<u>10</u> %
Lab Assignments	<u>25</u> %
Total	<u>100</u> %

- Attendance requirements will be enforced as per the BCIT policy on page 7 of the Calendar. Excessive absence will be deemed to be missing more than 2 labs for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student may be disqualified from writing the final examination.

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## **REQUIRED TEXT(S) AND EQUIPMENT**

Business Marketing - Gross, Banting, Merideth & Ford

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## **REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT**

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## **COURSE SUMMARY**

The purpose of this course is to apply basic marketing principles to the area of industrial and organization products and services.

Industrial and Organizational Marketing is oriented towards the development and implementation of marketing strategy which:

- contributes significantly to the attainment of corporate objectives
- includes the marketing of new products developed by the firm as well as products developed by the firm as well as products acquired through corporate mergers and acquisitions.
- includes services (e.g., credit leasing, financing packages, customer support) provided as part of the overall buying process.
- is highly dependent on market segmentation and the measurement of market potential and the industrial sales forecast.
- must include effective distribution channels and pricing strategy which influence demand for industrial products.
- includes personal selling and trade promotions.

The text provides a structure for the specialized study of industrial marketing. Case studies will allow students the opportunity to interpret and apply decision-making to formulate various strategies to marketing problems.

A term project to be completed in small groups, will provide an opportunity for analysis of a real-life industrial marketing situation with a focus on analysis and recommendations.

**COURSE OUTLINE - MKTG 3302**

(continued)

Week	Material Covered - Lecture	Reference
	<u>PART 1</u>	
	<u>THE BUSINESS MARKET</u>	
SEPT 9	Business Marketing Management	1
16	The Business Market	2
	Business Buying Behavior	3
23	Business Purchasing	4
	Research & Information	5
30	Market Segmentation	6
OCT 7	QUIZ # 1	20%
	<u>PART 2</u>	
OCT 14	Product Decisions	9
21	Business Services	10
	Business Pricing	11
28	Distribution Channel	12
NOV 4	Logistics Management	13
WEEK OF NOV 7	QUIZ # 2	20%
	<u>PART 3</u>	
NOV 18	Business Marketing Communications	14
25	Sales Force Management	15
DEC 2	Marketing Strategy	17
9		
	FINAL EXAM	25%