



A POLYTECHNIC INSTITUTION  
School of Business  
Program: Financial Management  
Option: First Year All Sets

**MKTG 1102  
Essentials of Marketing**

**Start Date:** September 4, 2007      **End Date:** December 14, 2007  
**Total Hours:** 45    **Total Weeks:** 15      **Term/Level:** 1      **Course Credits:** 3.0  
**Hours/Week:** 3    **Lecture:** 2    **Lab:** 1    **Shop:** n/a    **Seminar:** n/a    **Other:** n/a

**Prerequisites**

**Course No.    Course Name**

Successful  
Entry to BCIT

**Course Description**

Designed to provide the student with an overview of the marketing concept and how it can be applied to any type of organization or service. Includes the controllable and uncontrollable elements of marketing, strategic planning, market characteristics, marketing research techniques, market segmentation and target market selection.

Lectures are designed to build a solid foundation of marketing fundamentals, while labs are geared toward solving different company marketing problems in case study formats. Students will work in teams to find marketing solutions to these cases. Students will present their solutions to the class either orally or in written report format. *As this course is also designed at improving teamwork, as well as written and oral presentation skills of the student, each case study is marked for both content and professional quality of delivery. Students must complete all the written and oral presentation assignments in order to pass the course.*

***Please note that throughout the course, your COMM 1100 and BSYS 1000 courses will be providing you with information on presentation content and PowerPoint presentation skills. You are expected to apply these skills in this course.***

**Evaluation**

• Final Exam	30%
• Midterm Quiz	25%
• Case Study Projects	30%
• Mini Projects	10%
• Professionalism	5%
<b>TOTAL</b>	<b>100%</b>

**Comments:** Failure to achieve 50% or more on the combination of the exams (midterm + final), and the individual assignments/professionalism marks, will result in 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course. *Also note that ALL assignments must be completed.*

### **Course Learning Outcomes/Competencies**

1. Assess the role of consumer behaviour and how it is influenced by environmental factors, and individual factors.
2. Categorize and give examples of key product concepts including product differentiation, positioning, branding, and the product life cycle.
3. Select and give examples of the different pricing methods and factors that can influence pricing strategies.
4. Select and give examples of the role and importance of distribution, types of distribution strategies available, wholesaling and channel decisions.
5. Identify the distinctive features of business markets and provide an overview of the buying process between buyers and sellers. Differentiate between consumers and business buyers.
6. Categorize the five major types of market segmentation in consumer and business markets. Evaluate the factors underlying market segmentation strategy choices.
7. Outline how target market strategies are developed.
8. Interpret the role of marketing research information in decision-making and risk reduction.
9. Differentiate between primary and secondary research. Demonstrate a familiarity with secondary resources used in marketing decision. Explain how to use research methods in developing marketing strategies.
10. Illustrate the similarities and differences in marketing of services and products.
11. Assess the role of Internet Marketing and examine its scope and importance in the marketing mix.
12. Evaluate the role of advertising, sales promotion, direct marketing, personal selling, public relations, and publicity. Explain the concept of positioning within market segments.
13. Describe the components of a basic marketing plan. Discuss the importance of a strategic orientation for marketing. Demonstrate a thorough understanding of SWOT analysis as it applies to current marketing examples. Recognize and discuss the non-controllable elements of the marketing environment and how they impact upon the marketing program.
14. Describe the concepts that underlie international business and be able to discuss the role of international marketing in supporting a firm's growth.

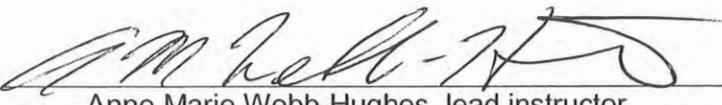
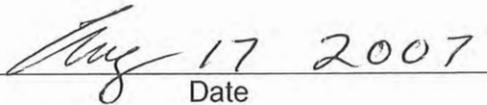
**Note: there will be no classes on the following dates:**

**Wednesday, September 26, SHINERAMA, Monday, October 8, Thanksgiving Day, Monday, November 12, in lieu of Remembrance Day**

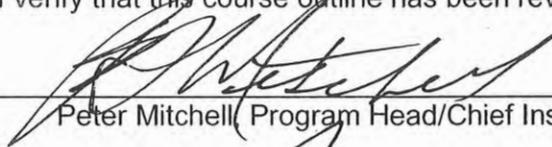
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**Verification**

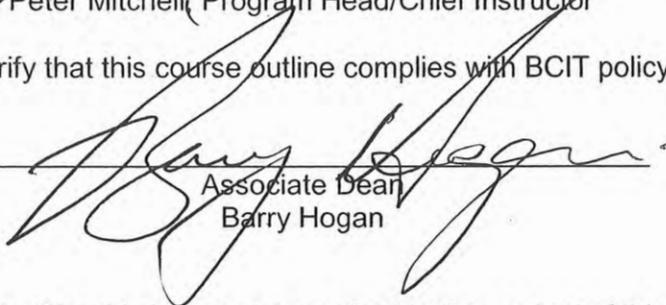
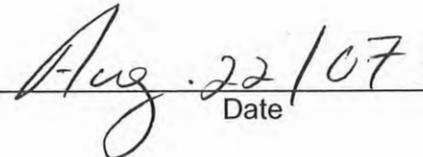
I verify that the content of this course outline is current.  
Marketing Faculty Teaching Team

_____	_____
Peter Mitchell, Authoring Instructor	Date
	
Anne Marie Webb-Hughes, lead instructor Joe Freeburn	Date

I verify that this course outline has been reviewed.

_____	_____
Peter Mitchell, Program Head/Chief Instructor	Date
	

I verify that this course outline complies with BCIT policy.

_____	_____
Associate Dean Barry Hogan	Date
	

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

**Instructor(s)**

Anne Marie Webb-Hughes	Office Location:	SE6 316	Office Phone:	604 – 451 - 6763
	Office Hrs.:	As posted	E-mail Address:	amhughes@bcit.ca
Joe Freeburn	Office Location:	SE6 314	Office Phone:	604-432 - 8445
	Office Hours:	As posted	E-mail Address:	Joe_Freeburn@bcit.ca

**Learning Resources**

**Required:**

**Marketing: An Introduction: Second Canadian Edition:** Armstrong, Kotler, Cunningham, Mitchell, Buchwitz  
Pearson Education

**Recommended:** Numerous resources are available to the student on the course support Web site including:

- Euromonitor (available from the BCIT Online Library)
- Marketing Magazine
- Advertising Age
- Strategy Magazine
- Financial Post
- Globe and Mail, Report on Business

**Information for Students**

**Assignments:** Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor e.g. team based case presentations and reports.

**Makeup Tests, Exams or Quizzes:** There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor and the First Year Co-ordinator **immediately**.

**Ethics:** BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course. Policies regarding student

conduct and professional expectations are posted on the BCIT Web site and it is expected that you will read and understand these policies.

**Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each lab session and at the discretion of the instructor, in lectures. Students not present at that time will be recorded as absent. Successful completion of the course depends on the student attending 90% of the course lectures and labs, passing the cumulative of the midterm and final exam, as well as successful completion of the course group case projects and any individual assignments. Excessive absence will be deemed to have missed more than 10% of the lectures and labs. Upon notification and failure to provide acceptable explanation, the student will be disqualified from writing the final exam. Attendance and participation marks will be based on your attendance and contribution to class discussion on a weekly basis. You can expect to be called upon frequently throughout the course to give your views on the issues being discussed. You are responsible for reviewing the material assigned for each session before it is covered in class – this will enable you to participate effectively in class activities. The level of participation and contribution observed by the instructor will be the principal factor in determining the marks awarded for participation.

**Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exams. At the discretion of the instructor, you may complete the work missed or have the work prorated.

**Attempts:** Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

**Course Outline Changes:** The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

### **Assignment Details**

Attached to this course outline



\* This schedule is subject to change at the discretion of the instructor.

**Course Map**

Note:

Lectures for various faculties are delivered on different days of the week. There are two lectures each week so the following outline defines two lectures per week and the topics to be discussed.

<b>Week/ Lecture</b>	<b>Material Covered</b>	<b>Ref/ Chapter</b>	<b>Outcomes (Learning Objectives)</b>
<b>1 Week of September 4</b>	Orientation Recap of Course Outline	Course Outline	To familiarize the student with overall course objectives, define learning process for labs and communicate expectations for course participation and expose students to Team Skills requirements for the course.
<b>2 Week of Sept.10</b>	Team Skills  Marketing in a Changing World	Notes  1	To define marketing, customer value, satisfaction and analyze marketing's role in managing profitable customer relationships
<b>3 Week of Sept.17</b>	Strategic Planning and The Marketing Process  Marketing and the Internet	2  13	Discuss how to design business portfolios and growth strategies based on the understanding of corporate strategic and marketing planning  To identify the forces shaping the Internet age and how marketers can react to these changes in the context of e-marketing strategies
<b>4 Week of Sept. 24</b>	The Marketing Environment  Managing Marketing Information	4  5	To introduce the environmental forces which affect a company's ability to serve their customers. To explain the importance of information to the company and, how information is gathered and distributed and to outline the marketing research process
<b>5 Week of Oct. 1</b>	Consumer and Business Buyer Behaviour  Market Segmentation, Targeting and Positioning	6  7	To discuss individual, group and environmental factors as they apply to consumer purchase behavior. To explain the types of markets, product categories, the nature of business purchase influences and the various types of market demand  To define the steps in identifying target markets, marketing segmentation and positioning and to identify the bases used for segmenting markets such as demographics and psychographics..

<b>6 Week of Oct. 8</b> <b>Note:</b> <i>Adjustment to schedule may be necessitated due to Thanksgiving Holiday</i>	Product and Services Strategy	8	To explain the consumer adoption process and differentiate between products and services.
	New Product Development and PLC Strategies	9	Explain how companies find and develop new products within the stages of the Product Life Cycle and to explain how marketing strategies change at different Life Cycle stages.
<b>7 Week of Oct 15</b>	Mid Term Review  <b><u>Mid-term Exam</u></b>	Chapters 1,2,4-9 & 13 inclusive	Held In Lecture Time Slot
<b>8 Week of Oct. 22</b>	Pricing Products: Pricing Considerations and Strategies	10	To identify the elements critical to effective pricing To discuss the components of pricing strategy and tactics
	Marketing Channels and Supply Chain Management	11	Discuss the role and importance of distribution, types of distribution strategies
<b>9 Week of Oct. 29</b>	Retailing and Wholesaling	11	To introduce the concepts of wholesaling and retailing as it applies to channel decisions.
	Integrated Marketing Communications: Advertising,	12	To discuss the tools available for marketers in communicating with customers or consumers with a focus on advertising
<b>10 Week of Nov. 5</b>	Integrated Marketing Communications: Sales Promotion and P.R.	12	To discuss the tools available for marketers in communicating with customers or consumers with a focus on sales promotion and public relations.
	Integrated Marketing Communications: Personal Selling	12	To discuss the tools available for marketers in communicating with customers or consumers with a focus on the selling function.
<b>11 Week of Nov. 12</b> <b>Note:</b> <i>Adjustment to schedule may be necessitated due to Remembrance Day Holiday</i>	Integrated Marketing Communications: Direct Marketing	12	To discuss the tools available for marketers in communicating with customers or consumers with a focus on Direct Marketing and the "One-to-One" Future.
	Integrated marketing Communications Event Marketing	TBD	To discuss the role of Event Marketing in the IMC Mix

<b>12</b> <b>Week of</b> <b>Nov. 19</b>	Marketing and Society: Social Responsibility and Marketing Ethics	3	Identify the major criticisms of marketing, explain the role of socially responsible marketing and explain marketing ethics
	The Global Marketplace	15	Introduce the International trade system and how economic, socio-political and cultural environments affect a company's global marketing strategies.
<b>13</b> <b>Week of</b> <b>Nov. 26</b>	Product Life Cycle Applications	Course Notes	Synthesize the 4P's of marketing with the product life cycle
	The 'One-to-One' Future	Course Notes	Discussion of the implications of 'share-of-customer' vs. 'share-of-market' concepts in marketing.
<b>14</b> <b>Week of</b> <b>Dec. 3</b>	Guest Lecturer	TBD	
	Final review		
<b>15</b> <b>W/O Dec 10-14</b> <p style="text-align: center;"><b>FINALS</b></p> <p style="text-align: center;">Final Exam will be scheduled in a formal exam week. You will be notified as to timing and room.</p>			



**Lab Outline  
 MKTG 1102  
 Essentials of Marketing**

GROUPS	A	B	C	D
<b>Case 1</b> Example Case Date TBA	All Teams Present 8 minutes			
<b>Case 2</b> Date TBA	Oral Presentation (7.5%) 20 Minutes 5 minutes Q&A	Written Report (7.5%)	Written Report (7.5%)	Written Report (7.5%)
<b>Case 3</b> Date TBA	Written Report (7.5%)	Oral Presentation (7.5%) 20 Minutes 5 minutes Q&A	Written Report (7.5%)	Written Report (7.5%)
<b>Case 4</b> Date TBA	Written Report (7.5%)	Written Report (7.5%)	Oral Presentation (7.5%) 20 Minutes 5 minutes Q&A	Written Report (7.5%)
<b>Case 5</b> Date TBA	Written Report (7.5%)	Written Report (7.5%)	Written Report (7.5%)	Oral Presentation (7.5%) 20 Minutes 5 minutes Q&A

**Your Group Name/Letter**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

**For your Team's assignments.**

All groups deal with all four cases, doing one task or another. There will be a case that all will do as a 'warm up'.

Every Team has to make **one oral** presentation of the chosen case, write **three** case solutions. These are **Team reports**, not individual reports and all Team members will share equally in the marks assigned unless a Peer Evaluation by the Team decides otherwise.



Course Outline  
MKTG 1102 Essentials of Marketing

**Oral Presentations  
Case Discussion & Preparation Guide**

Outline	Guide Questions
<p><b>Case Synopsis (only for oral)</b>  * A summary of the major events and facts</p>	<p>Familiarize yourself with the case by answering:  1. What is the case generally about?  2. What are the main facts, characters &amp; events?</p>
<p><b>Problem Identification*</b> Define the main problem in question form, in one sentence.</p>	<p>Diagnose the case problem by answering:  1. What is the problem of the case? State clearly in a sentence, in question form.</p>
<p><b>Findings</b>  A. Outline facts relating to the problem.  B. Make assumptions, if necessary.  C. Research for more information that will throw light on the problem (library, industry).</p>	<p>Analyze the case by answering:  1. What data or research is needed to answer questions in the case?  2. What assumptions need to be made?</p>
<p><b>Perform a SWOT analysis</b></p>	<ol style="list-style-type: none"> <li>1. Organizational Strengths</li> <li>2. Organizational Weaknesses</li> <li>3. Environmental Opportunities</li> <li>4. Environmental Threats</li> </ol>
<p><b>Evaluation of Alternatives</b></p> <ul style="list-style-type: none"> <li>• State three alternatives and evaluate the advantages and disadvantages of each alternative.</li> <li>• For each alternative, state three advantages and 3 disadvantages.</li> </ul>	<p>Develop solutions and evaluate each by answering:  1. What are the realistic, independent, mutually exclusive alternative solutions to the problem?  2. What are the expected consequences of these alternative solutions?  3. What are their advantages and disadvantages?</p>
<p><b>Solution</b>  * State the chosen alternatives solution with a supporting argument.  * Consider the <b>cost</b> of your recommendation(s)  * State how you will implement the solution.</p>	<p>Make a decision by answering:  1. How do the alternative solutions compare in terms of their advantages and disadvantages?  2. Which of the alternative solutions seems best?</p>
<p><b>Plan Of Action</b>  * List step-by-step how the chosen alternative solution would be implemented.</p>	<p>Plan the implementation of the solution by answering:  1. How should the plan be implemented?  2. Who should implement the solution?</p>
<p><b>Concepts Used from Course</b>  * List three or more major concepts used in the case study and where they have been used</p>	<p>1. Which course concepts or research findings helped develop the case preparation?</p>



### **Case Study – Written Report**

This is a short, concise business report. You will be expected to use the format as outlined in *Business Communications, Fourth Canadian Edition*: the text that you will be using in your COMM 1100 course.

#### **COVER PAGE:**

- Name of case
- Name of group members
- Set Number and Group Names
- Course Number
- Instructor name
- Date of presentation

**If a group member did not participate, do not show his/her name and advise your lab instructor.**

#### **CONTENTS:**

- Problem – state in one or two sentences, the **main** problem, in **question form**.
  - State the facts in the case relating to the problem **only**.
  - State what research information you used / needed for this case.
  - Did you make any assumptions? State why you used these assumptions.
  - State at least three alternatives, and three advantages and three disadvantages of each.
  - State your solution and list your implementation plan (ie..Plan of Action in **step by step** format).
  - Concepts used from the course. For example, state that you “used the Product Life Cycle concept to show how a strategy will change as a product matures.”
  - Identify under “Reference” or “Bibliography” your research information sources used using the APA process - (*American Psychological Association* is the accepted standard for academic citing protocol – [www.apa.org](http://www.apa.org)).
- Report must be typed in a **12-font, double-spaced and the body limited to six pages** (you may use Appendix where necessary).

**Penalty for late submissions: Your team will receive 0% if late.**

#### Mark Allocation for Case Studies

Oral Presentation	7.5% of grade
3 Written Reports	22.5% of grade

**Note: No marks will be given to anyone missing your group’s oral presentations.**



### **Guidelines for Marking the Oral Case Presentation**

*This is the format to be used by the instructor for marking all presentations.*

**NOTE: Professional business dress is required for these presentations and PowerPoint is the expected presentation technology**

- Problem clearly identified and stated in question form?
- Facts relevant to the problem outlined, and assumptions made where necessary?
- Evidence of secondary or primary research and quality of research used in solving the problem?
- SWOT analysis is relevant and displays an understanding of the concept.
- At least three alternatives discussed with three advantages and three disadvantages of each?
- Does the proposed solution solve the problem stated satisfactorily?
- Any concepts learned in the course applied?
- How was the overall presentation format such as effectiveness of communication, answers to questions, participation by each member, utilization of time (20) minutes, etc?

**Please note: during the course, you will be provided with course content in respect to PowerPoint presentations in your COMM 1100 and BSYS 1000 courses.**

**You will be expected to apply this knowledge in this course.**

**Marketing 1102  
Lab Map**

<b>Week/ Lab Number</b>	<b>Material Covered</b>	<b>Required Participation</b>
<b>1 W/O Sept 3</b>	Introductory lecture Orientation Recap of Course Outline	To familiarize the student with overall course objectives, define learning process for labs and communicate expectations for course participation.
<b>2 W/O Sept 10</b>	Team Skills	Expose students to Team Skills requirements for the course. <i>In labs:</i> Create Learning Teams Team Skills Exercise Team Charters
<b>3 W/O Sept 17</b>	Case Method Discussion	Team Photographs Hand In Team Charters Familiarize learners with case Study Approach to Marketing problems. Hand Out Test Case
<b>4 W/O Sept 24</b>	All Teams Present Test Case (See Case Study Details)	Each team will present their test case to the class. Hand Out Case 1 Assign Mini-Project 1
<b>5 W/O Oct 1</b>	Case 1 Review	Discuss key issues of Case 1 in small groups and summarize issues in class
<b>6 W/O Oct 8</b> Note: <i>Adjustment to schedule may be necessitated due to Thanksgiving Holiday</i>	Mini Project 1 Discussion	Mini-Project discussion and hand in one page summary.
<b>7 W/O Oct 15</b>	Team 1 Presents Case 1	Team 1 Professional Presentation All other Teams submit written case solutions. Hand out Case 2 Assign Mini-Project 2
<b>8 W/O Oct 22</b>	Mini-Project 2 Discussion Case 2 review	Mini-Project discussion and hand in one page summary. Discuss key issues of Case 2
<b>9 W/O Oct 29</b>	Team 2 Presents Case 2	Team 2 Professional Presentation All other Teams submit written case solutions. Hand out Case 3 Assign Mini-Project 3

<p><b>10</b> <b>W/O Nov 5</b></p>	<p>Case 3 review</p>	<p>Discuss key issues of Case 3</p>
<p><b>11</b> <b>W/O Nov 12</b> Note: <i>Adjustment to schedule may be necessitated due to Remembrance Day Holiday</i></p>	<p>Mini-Project 3 Discussion</p>	<p>Mini-Project discussion and hand in one page summary.</p>
<p><b>12</b> <b>W/O Nov 19</b></p>	<p>Team 3 Presents Case 3</p>	<p>Team 3 Professional Presentation All other Teams submit written case solutions. Hand out Case 4- Assign Mini-Project 4</p>
<p><b>13</b> <b>W/O Nov 26</b></p>	<p>Mini-Project 4 Discussion Case 4 review</p>	<p>Mini-Project discussion and hand in one page summary. Discuss key issues of Case 4 Hand out Mini project 5</p>
<p><b>14</b> <b>W/O Dec 3</b></p>	<p>Team 4 Presents Case 4</p>	<p>Team 4 Professional Presentation All other Teams submit written case solutions. Discuss Mini-Project 5</p>
<p><b>14</b> <b>Dec 7th</b></p>	<p>Mini-Project 5 – A Team hand – in by December 7<sup>th</sup> to instructor</p>	<p>Mini-Project 5- hand in one page summary. Note: this is a team effort – all team names must be on this hand – in as per Case Studies</p>
<p style="text-align: center;"><b>Week 15</b> <b>W/O Dec 11</b> <b>FINALS</b></p>		

### Mini-Projects

Unlike the case studies which require team-based participation, the Mini-Projects are individual assignments- except Mini project 5 , “Product Life Cycle”

Marks for the min-projects are included as part of the 15% allocated for ‘Lab Projects and Participation.’

Mini-Project	Due date Week of:	Format	Resources
1	Your Lab W/O October 8	Professional hand-in and class discussion	<a href="http://www.vironics.ca">www.vironics.ca</a> Environics research On-line surveys <a href="http://3sc.vironics.net/surveys/3sc/main/3sc.asp">http://3sc.vironics.net/surveys/3sc/main/3sc.asp</a>
2	W/O October 22	Professional hand-in and class discussion	<a href="http://www.hotproductnews.com">www.hotproductnews.com</a>
3	W/O November 12	Professional hand-in and class discussion	Student Choice – see project description
4	W/O November 26	Professional hand-in and class discussion	<a href="http://www.bplans.com/sp/">http://www.bplans.com/sp/</a> “ <b>Sample Marketing Plans</b> ” Bed and Breakfast Vineyard
5	W/O December 3	Professional hand-in and class discussion	Product Life-Cycle exercise Team Hand – in project

#### Mini-Project 1

Visit the site designated for this project and complete the on-line survey available to you. After completion of the survey you will be allocated to a ‘tribe.’ Find the details of the characteristics of your ‘tribe’ by clicking on the ‘Connect to your Tribe’ link.

Prepare a ONE-PAGE, professionally done document for submission to your lab instructor, discussing what characteristics of this ‘tribe’ reflects you as a CONSUMER. Also determine and describe what characteristics do not describe your consumption habits.

Come to class prepared to discuss this with your classmates.

**Mini-Project 2**

Go to the "Hot Products News" web site and from the available categories of products and services choose one and prepare a professionally done one page hand-in discussing your chosen product or service. In your discussion, define what you believe to be the primary marketing challenge for this product or service to be successful and your 'best guess' as to whether the product or service will become a commercially successful product. Be prepared to discuss in class.

**Mini-Project 3**

Go to any retailer that sells consumer products – examples, London Drugs, Home Depot, Staples, Any Supermarket, and search the aisles for evidence of consumer promotion activity. This could be an on-shelf coupon, end-aisle feature display, a contest or sweepstakes etc. Secure as much physical evidence as possible e.g. the coupon or tear-off for a promotion. Then go to the Web site of the marketer whose promotion you have chosen and search the site for evidence of the promotion you have found at retail. Prepare a professionally done one page hand-in discussing the elements of the promotion you found at retail and whether the marketer's web site noted any reference to your retail experience. If there was no reference to the retail promotion on the web site, discuss the possible reasons and provide some conclusions as to the effectiveness of this tactic. Be prepared for a class discussion.

**Mini-Project 4**

Go to the designated web site. This is a sample marketing Plan for a small tourism related business. Review the marketing plan and indicate elements of the content of the marketing plan as they relate to material that we have covered in the course. Prepare a professional one page hand-in and be prepared to discuss in class.

**Mini-Project 5**

This final project will be provided to you one week in advance of the submission date. It will involve you determining the strategic implications over the course of the product life-cycle at the time of a new product launch. This is a team effort - with the selected teams from your case studies.