



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Financial Management

Option:

Course Outline Part A

MKGT 1102 Marketing

Hours/Week:	3	Total Hours:		Term/Level:	1st year
Lecture:	2 hours	Total Weeks:	14	Credits:	
Lab:	1 hour				
Other:					

Prerequisites

Acceptance into BCIT School of Business Diploma Program.

MKGT 1102 is a Prerequisite for:

Course No.: None
Course Name:

Course Notes (Policies and Procedures)

Plagiarism

In the face of clear evidence of plagiarism, both students in question shall receive a grade of zero.

Attendance Requirements

"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 will be disqualified from writing the final examination."

Course Description

This is an introductory course to marketing. The student will be introduced to the concept of marketing and the role it plays in today's world. In addition, the student will learn the variables that create the market mix and find out how these variables can be manipulated in order to make the product more appealing to the target market. The student will learn how to segment a marketplace and criteria to use to accomplish this effectively.

All units are designed for three hours, generally consisting of two hours of lectures and one hour of lab work. Lab time is used for exercises, case studies and videos where appropriate.

Course Goals

An introductory course 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.

Material covered includes the controllable and uncontrollable elements of marketing, strategy planning, market characteristics, marketing research techniques, market segmentation and target market selection.

Evaluation

Final Examination	30%	The student must obtain a passing grade (50%) on the final exam in addition to passing the aggregate exam component of the course (mid-term(s) and final). *A student missing more than 2 labs without a valid excuse will receive a failing grade.
Mid-Term	20%	
Projects Presentations	20%	
2 Quizzes @ 10% each	20%	
Participation/Attendance & Labs	10% *	
TOTAL	100%	

Course Outcomes and Sub-Outcomes

1. Apply the marketing concept and the components of the marketing mix in evaluating a marketing plan.
2. Recognize the non-controllable elements of the marketing environment and how they impact upon the marketing program.
3. Explain the need for overall strategic business planning.
4. Prepare the components of a basic marketing plan.
5. Investigate marketing research.
 - Describe how marketing research information aids in decision making and risk reduction.
 - Demonstrate a familiarity with secondary resources used in marketing decision.
6. Explain the consumer buying process and the multiple influences on consumer buying behavior.
7. Use a step by step analysis to identify target markets through market segmentation.
8. Explain key product concepts: product differentiation, positioning, branding, and new product development process.
9. Investigate various promotional channels: advertising, sales promotion, direct marketing, personal selling, public relations, publicity.
10. Explain different pricing methods and factors that can be used to set prices.
11. Choose the most effective distribution channel for moving a product through the distribution system.



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline Part B

School of Business

Program: Financial Management

Option:

MKGT 1102 Marketing

Effective Date

September, 1995

Taught to: First Year Management Sets
16-A.B.C.D.E.F.G.H.

Instructor(s)

1. Mike Powley
2. Dave Chapin
3. George Jacob

Office No.: IBM 314
IBM 312
IBM 302

Phone: 432-8845
451-6767
TBA

Office Hrs.: As posted on office doors

Text(s) and Equipment

Required:

Basic Marketing
7th Canadian Edition.
McCarthy, Shapiro, Perreault.
Publishers: Irwin

Optional:

Student Study Guide

Supplementary Reference Material:

- | | |
|---|---|
| 1. <i>Fundamentals of Marketing</i>
7th Canadian Edition,
Sommers, Barnes, Stanton
Publishers: McGraw Hill, Ryerson Ltd. | 3. <i>Fundamentals of Marketing</i>
Beckman, Kurtz, Boowe
Holt Reinhart & Winston |
| 2. <i>Canadian Marketing in Action</i>
Keith J. Tuckwell
Prentice Hall Publishers | 4. <i>Marketing</i>
Kotler, Macdougall & Armstrong
Prentice Hall |



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Schedule

School of Business

Program: Financial Management

Option:

MKGT 1102 Marketing

Unit	Dates	Lecture	Lab Activity	Reading Assignment
1	Sept 7/15	The Marketing Concept and Environments	Exercise and Case Review	Chapters 1 & 2
2	Sept 18/22	Market Segmentation Planning Evaluating Opportunities	Exercise and Cases Assigned	Chapter 3
3	Sept 25/29	Demographic Overview	Case Prep. and Exercise	Chapters 4 & 6
4	Oct 2/6	Marketing Research	Case #4 Diego's P. 738	Chapter 5
5	Oct 10/13	Buyer Behavior — <i>Quiz #1</i> (October 9th is a <i>Holiday</i>)	Case Prep. and Exercise	Chapters 7 & 8
6	Oct 16/20	Product Planning	Case #7 Haagen Dazs, P. 747	Chapter 9
7	Oct 23/27	Product Management	Case Prep. and Exercise	Chapter 10
8	Oct 30/ Nov 3	Pricing Cost and Demand <i>Mid-Term Exam</i>	Case #22 Classy Wear, P. 778	Chapter 18
9	Nov 6/10	Pricing Cost and Demand	Case Prep. and Exercise	Chapter 19
10	Nov 14/17	Distribution Strategies (November 13th is a <i>Holiday</i>)	Case #15 West Coast, P. 766	Chapters 11 & 12
11	Nov 20/24	Wholesale & Retail <i>Quiz #2</i>	Case Prep. and Exercise	Chapters 13 & 14
12	Nov 27/30	The Promotion Program & Elements of the Promotion Blend	Case #18 Sam's Furniture, P. 771	Chapters 15, 16, 17
13	Dec 4/8	Planning and Controlling/ Consumerism and Ethics	Exercise	Chapters 20, 21, 22
14	Dec 11/15	BCIT OFFICIAL EXAM WEEK		