

APR 17 1997



**BRITISH COLUMBIA
INSTITUTE OF TECHNOLOGY**
3700 Willingdon Avenue
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COURSE OUTLINE

COURSE: ESSENTIALS OF MARKETING
COURSE NUMBER: 1102
DATE: MARCH 1997
SCHOOL OF: BUSINESS
PROGRAM: BUSINESS ADMINISTRATION

INSTRUCTORS:	RICK KROETSCH	OFFICE:	SE6 - 308	451- 6766
	RICH PENDER		SE6 - 314	451- 8445

OFFICE HOURS: AS POSTED

TOTAL WEEKS PER WEEK: 4 (LECTURE: 3 ; LAB: 1)
TOTAL WEEKS: 10

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.

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.

This unit is designed for four hours, generally consisting of three hours of lectures and one hour of lab work. Lab time is used for exercises, case studies and videos where appropriate.

REQUIRED TEXT AND MATERIALS

Basic Marketing
 A Global-Managerial Approach
 Eighth Canadian Edition
 Shapiro, Perreault, McCarthy
 Publishers: Times Mirror Professional Publishing Inc. (Irwin)

NOTE: Reading the text is an important part of this course.
 Lectures will summarize and supplement the text, but will not cover the same amount of material. You are strongly advised to read the assigned chapters prior to the lecture so that you will be familiar with the material being discussed.

EVALUATION

ATTENDANCE AND PARTICIPATION	10 %
QUIZ	5%
MID TERM	25 %
CASE STUDIES	25 %
FINAL EXAM	<u>35 %</u>
TOTAL	100 %

* Students must pass the accumulative of the mid terms and the final exam to pass the course. That is, the combined marks of the mid terms and the final exam must meet or exceed 55%.
 There will be no make-ups exams.

** Attendance requirements will be followed as per 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 with 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 zero mark for their presentation work. 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 and/or grammatical errors.

**** Late submission for projects will be deducted 5% for each late day.

Examinations will cover all material dealt with in lectures, labs, assigned reading, guest lecturers, and videos.

Plagiarism, if proven by clear evidence, will result in students receiving a zero grade.

COURSE 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 decisions.
6. Explain the consumer buying process and the multiple influences on consumer buying behaviour.
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, and 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.

SCHEDULE MARCH 17 - MAY 24, 1997

<u>WEEK NO.</u>	<u>DATE</u>	<u>MATERIAL</u>	<u>TEXT</u>	<u>LABS</u>
Week 1	Mar 17-22	Introduction Marketing's Role	Chapter 1 Chapter 2	Introduction
Week 2	Mar 24-29	Target Markets Marketing Environment Marketing Research	Chapter 3 Chapter 4 Chapter 5	Case Review
NB. GOOD FRIDAY MARCH 28				
Week 3	Mar 31- Apr 5	Demographics Consumer Behaviour QUIZ	Chapter 6 Chapter 7	Case Exercise
NB. EASTER MONDAY MARCH 31, 1997				
Week 4	Apr 7-12	Business Buying Product Planning Product Management	Chapter 8 Chapter 9 Chapter 10	Case 1 Presentation
Week 5	Apr 14-19	Review MIDTERM EXAM Place	Chapter 11	Exercise
Week 6	Apr 21-26	Distribution Retail Promotion	Chapter 12 Chapter 13 Chapter 14	Case 2 Presentation
Week 7	Apr 28 - May 3	Personal Selling Advertising/Sales Promotion	Chapter 15 Chapter 16	Case 3 Presentation
Week 8	May 5-10	Pricing Pricing Marketing Plans	Chapter 17 Chapter 18 Chapter 19	Case 4 Presentation
Week 9	May 12-17	Marketing Plans Marketing Links Marketing Ethics	Chapter 20 Chapter 21 Chapter 22	Case 5 Presentation
Week 10	May 20-24	FINAL EXAM WEEK		