

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Part A

School of Business

Programme:

Option:

MKGT 1102 **Essentials of Marketing**

| | | | | |
|------------|---|-----------------|-------------|---|
| Hours/Week | 3 | Total hours: 42 | Term/Level: | 1 |
| Lecture: | 2 | Total Weeks: 14 | Credits: | 3 |
| Lab: | 1 | | | |

Prerequisites

Acceptance into BCIT School of
Business Diploma Programme

MKGT 1102 is a Prerequisite for:
various

Instructor: Rich Pender (lectures, labs)
Gary Bailey (labs)

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, both **internally and externally**.

Topics to be covered will include the controllable and non-controllable 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 by developing criteria to accomplish this effectively.

All units are designed for 3 hours, generally consisting of lectures and videos/discussion. Lab time is used for exercises, case studies, and videos where appropriate.

Evaluation

| | |
|---------------------------------|------|
| Final Examination | 30% |
| Mid-Term | 25% |
| Case Study Work | 35% |
| Participation/Attendance & Labs | 10%* |

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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Part B

School of Business

Programme:

Option:

MKGT 1102 **Essentials of Marketing**

Effective Date

September, 1998

Taught to:

Sets: HRMG 1A, INTT 1A,B,C, MGTS 1A,B,C,D

Instructor

Rich Pender

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Office hours: as posted

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Gary Bailey

Office No: SE6 316
Office hours: as posted

Phone: 451-6762

Text(s) and Equipment

Required:

Text(s) and Equipment Required:

Marketing, Canadian Edition, by Joel R. Evans, Barry Berman, and William J. Wellington

Prentice Hall Canada Inc. Publisher 1997

Recommended:

- | | |
|--|---|
| 1. <i>Basic Marketing</i> 7th Canadian Edition McCarthy, Shapiro, Perreault Pub: Irwin | 3. <i>Marketing - Canadian Edition</i> Keegan, Moriarty, Duncan, Paliwoda Publishers: Prentice Hall |
| 2. <i>Canadian Marketing in Action</i> Keith J. Tuckwell Pub: Prentice Hall | 4. <i>Marketing</i> Kotler, Macdougall & Armstrong Pub: Prentice Hall |
| 5. <i>Marketing Magazine, Advertising Age, Journals on Marketing</i> (all available in BCIT's library) | |

Course Notes (Policies and Procedures)

- **Assignments:** Late assignments or projects will not be accepted for marking. Assignments must be done on an individual or group basis as specified by the instructor.
- **Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced.

MKGT 1102 - Essentials of Marketing (B)

- *Course Outline Changes:* The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.
- *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.
- *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 (i.e. an average is given according to your performance throughout the course).
- *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 at the approval of the instructor.

Labs: Lab attendance is mandatory. Lab exercises are due at the end of the lab period.

Attendance Requirements

"Attendance requirements will be enforced as per BCIT policy on page 7 of the calendar. Excessive absence will be deemed to be missing more than 1 session, 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.

SCHEDULE

*subject to the discretion of the instructor

| Session | Date (Week of) | Subjects | Activity | Chapter refs |
|---------|-------------------|--|--|--------------------|
| 1 | 14 Sept 98 | Definitions of Marketing Role within the Firm & Economy | Purpose of studying marketing. Types of skills needed by marketing manager | 1, 2, 3 |
| 2 | 21 Sept 98 | Market Segmentation Evaluating Opportunities for Marketing | Process of selecting a target market through demographics Environmental factors to be considered in the planning of marketing strategies | 3, 7, 8, |
| 3 | 28 Sept 98 | Marketing Research | Market information sources, research methods | 4 |
| 4 | 5 Oct 98 | Demography – Canadian Markets | Demographic characteristics of Canadian Consumers, ethics in marketing | 6, 22 |
| 5 | 12 Oct 98 | Consumer Behavior Industrial Markets | Factors that influence buying behavior of consumers. Organizational customers and how they buy | 7, 8 |
| 6 | 19 Oct 98 | Midterm Exam | | |
| 7 | 26 Oct 98 | Product Planning | Product planning process for new products | 9, 10 |
| 8 | 2 Nov 98 | Distribution Channels, Logistics | Distribution management, middlemen | 11, 12 |
| 9 | 9 Nov 98 | Retailing | Strategic planning in retailing. | 13 |
| 10 | 16 Nov 98 | Advertising, Personal Selling, Sales Promotion | Promotional concepts, strategies, personal selling, advertising, sales promotion | 14, 15, 16 |
| 11 | 23 Nov 98 | Pricing Strategies | Methods of setting price in relation to competition | 17, 18, 21 |
| 12 | 30 Nov 98 | The Marketing Plan | How to put together a partial marketing plan. | 19, 20 |
| 13 | 7 Dec 98 | Final Exam week | | |

Lab Schedule
September – December 1998

| | |
|--|---|
| Weeks 1 & 2 Sept 7-11 Sept 14-18 | Introduction to groups Explain the case method of analysis/handout case example |
| Week 3 Sept 21-25 | Case rehearsal – Charlie's Laundry Case rehearsal discussion and preparation for first case presentation |
| Week 4 Sept 28-Oct 2 | Group meeting and preparation of Case #1 |
| Week 5 Oct 5-9 | Case #1 presentation |
| Week 6 Oct 12-16 | Group meeting and preparation of Case #2 |
| Week 7 Oct 19-23 | Case #2 presentation |
| Week 8 Oct 26-30 | Group meeting and preparation of Case #3 |
| Week 9 Nov 2-6 | Case #3 presentation |
| Week 10 Nov 9-13 | Group meeting and preparation of Case #4 |
| Week 11 Nov 16-20 | Case #4 presentation |
| Week 12 Nov 23-27 | Group meeting and preparation of Case #5 |
| Week 13 Nov 30-Dec 4 | Case #5 presentation |
| Week 14 Dec 7-11 | Exam week – no labs |

Note: On Wednesday September 16, (Shinerama), October 12, (Thanksgiving), and November 11, (Remembrance Day), there are no labs/lectures and no presentations planned. However, you are still responsible for your case preparation time. Discuss this with your group colleagues and arrange alternatives.

CASE STUDY

Set Number

| GROUPS | A | B | C | D | E |
|----------------------------------|---|-----------------------------------|-----------------------------------|----------------------------|----------------------------|
| Case 1 Date | Oral Presentation (10%) 20 – 30 Minutes | Written Report (8%) 4 Pages | Written Report (8%) 4 Pages | Critique (5%) 1 page | Mark (4%) |
| Case 2 Date | Written Report (8%) | Oral Presentation (10%) | Written Report (8%) | Mark (4%) | Critique (5%) |
| Case 3 Date | Critique (5%) | Mark (4%) | Oral Presentation (10%) | Written Report (8%) | Written Report (8%) |
| Case 4 Date | Mark (4%) | Written Report (8%) | Critique (5%) | Oral Presentation (10%) | Written Report (8%) |
| Case 5 Date | Written Report (8%) | Critique (5%) | Mark (4%) | Written Report (8%) | Oral Presentation (10%) |

Your Group Name: _____

Members:

1. _____
2. _____
3. _____
4. _____
5. _____

For your group's assignment, read downwards. All groups deal with all five cases, doing one task or another.

Every group has to make *one oral* presentation of the chosen case, write *two* four-page reports (these are *group reports*, not individual reports) on two other cases, *mark* a fourth case, and *critique* a fifth case. When marking and critiquing, each member of the group is to submit a one-page report showing the main problem and solution only. The report must be typed and in double space.

Oral / Written Presentations Case Discussion & Preparation Guide

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

The Written Report

This is a short, concise business report. The contents may be written in point form. Use the following guidelines.

- COVER PAGE:**
- * Name of case
 - * Name of group members
 - * Set Number
 - * Course Number
 - * Date of presentation

If a group member did not participate, do not show his/her name.

- CONTENTS:**
(see previous page)
- * Problem – state in one or two sentences, the **main** problem, in question form.
 - * State facts in the case relating to the problem only
 - * Any research information needed/ used?
 - * Any assumptions necessary?
 - * State at least three alternatives, and three advantages and three disadvantages of each.
 - * Solution and implementation
 - * Concepts used from the course
 - * Identify under “Reference” or “Bibliography” research information sources used

Report must be typed and the body limited to **four pages**. (You may use Appendix where necessary)

Penalty for late submissions: 25% per working day

Mark Allocation For Case Studies

| | |
|-------------------------|--------------|
| Oral Presentation | 10% of grade |
| 2 Written Reports (8+8) | 16% of grade |
| Critiquing | 5% of grade |
| Marking | 4% of grade |

No marks are given for missing oral presentations. Major reports (4 pages) will lose 50% of marks if late.

Guidelines For Marking Oral Case Presentation
50% By Group, 50% By Instructor

- No mark if an item is not covered
 - Give partial mark for each item covered; full mark only for **exceptionally good** coverage.
- /2 Problem clearly identified and stated in question form?
- /2 Facts relevant to the problem outlined, and assumptions made where necessary?
- /5 Evidence of secondary or primary research and quality of research used in solving the problem?
- /6 At least three alternatives discussed with three advantages and three disadvantages of each?
- /2 Does the proposed solution solve the problem stated satisfactorily?
- /1 Any concepts learned in the course applied?
- /2 How was the overall presentation format such as effectiveness of communication, answers to questions, participation by each member, utilization of time (20) minutes, etc?
- /20 Marks awarded. (Your marks count for 50% of marks awarded to the group)

For Each Item:

| | |
|--------------------|------------|
| Not Covered / Poor | 0 – 50 % |
| Adequate | 50 – 60 % |
| Very Good | 60 – 70 % |
| Excellent | 70 – 80 % |
| Super | 80 – 100 % |

Critique: Presentation

REMARKS

DONE WELL

NEEDS IMPROVEMENT

WHAT IS A CRITIQUE?

A critique is the art of evaluating or analyzing with knowledge and propriety, a speech, presentation, book, art work, etc. It is not simply an act of negative criticism, but an evaluation of both the positive and negative aspects of the object of the critique.

In order to properly critique the case presentation, the critiquing group must, first be very familiar about the case. In other words, the group must have its own problem identification, analysis, alternatives and solution. Without such preparation, it is not possible to offer a valid critique.

Secondly, the critiquing group must focus on :

1. The problem statement – is the problem clearly stated by the presenters? Is it relevant to the case? Is it vague?
2. Did the presenters support the problem with the relevant facts in the case?
3. Were logical assumptions made where necessary?
4. Did the group present any research findings? What evidence was shown in the discussion?
5. Were three alternatives presented as possible solution(s) to the problem? Were the advantages and disadvantages of each of the alternatives discussed satisfactorily?
6. Does the solution(s) presented solve the problem?
7. Did the group apply any of the concepts learned in the course to the case?

Format: Criticisms may be offered on how well the case was articulated. Use or non-use of visual aids, voice, posture, time used for the presentation (too little?), and participation by each member of the group can be the focus of positive or negative criticism