

# Course Outline

**Course** MARKETING 1102

**Instructor(s)** George T. Jacob **Office** SE6, Room 312

**Office hours** TBA **Local** 6767

**Start date** September, 1994

**Term** 1 **No. of weeks** 15 **Hrs/Wk** 3 **Credit**

**Total hrs.** 45 **Lecture/wk** 2 **Lab/wk** 1

**Tutorial/wk** **Practicum**

**Offered by:** **School** Business

**Program** Marketing & Tourism

**Taught to:** **School** Business

**Program** First Year Marketing Students

**Option**

**Prerequisites:**

**Requisite for:**

**Prepared by:** George T. Jacob June 1994

Marketing Faculty Date

**Associate Dean:**

Date

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## Description/Summary

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 marketing mix and find out how these variables can be manipulated in order to make the product more appealing to the target market.

All units are designed for three hours generally consisting of two hours of lectures and one hour of lab work.

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## Goal(s)

1. To discuss the various marketing functions and how to integrate them with other functions of the organization.
  2. To show how to market a product or service.
  3. To teach skills in the solving of marketing problems.
  4. To improve the student's ability to communicate.
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## Outcomes

See page 3.

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## Evaluation

Final Exam	35 %
Midterm Examination	20 %
Labs; Cases	15 %
Other - Project	25 %
Participation	5 %

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 Exam.

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## Text

Basic Marketing by McCarthy, Shapiro, Perreault. Irwin, Seventh Canadian Edition.

Study Guide accompanying text is **optional**.

## Course Schedule

<b>Week</b>	<b>Text Reference</b>	<b>Topics</b>	<b>Outcomes (Learning Objectives)</b>
1	1, 2	Definitions of Marketing, Importance to the Economy	Purpose of studying marketing.
2	3	Market Segmentation	Process of target marketing.
3	4	Planning, Evaluating Opportunities	The marketing planning process.
4	5	Marketing Research	Market information sources, research methods.
5	6, 22	Demography — Canadian Markets	Demographic characteristics.
6	7	Consumer Behavior	Factors that influence behavior.
7	8	Industrial Markets	Types of organizational customers.
8	9, 10	Product Planning Process	How to commercialize a product.
9	11, 12	Distribution Channels, Logistics	Distribution strategies.
10	13, 14	Retailing, Wholesaling	Services offered by middlemen.
11	15, 16, 17	Advertising, Personal Selling	Promotional strategies.
12	18, 19	Pricing Strategies	Methods of setting price.
13	20, 21	The Marketing Plan	Evaluating and controlling.