



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline Part A

School of Business

Program: Marketing and Tourism

Option: International Trade, Transportation Logistics and Administrative Management

MKTG 1102

Marketing 1102

Hours/Week:	3	Total Hours:	45	Term/Level:	I
Lecture:	2	Total Weeks:	15	Credits:	3
Lab:	1				
Other:					

Prerequisites

MKTG 1102 is a Prerequisite for:

None

Advanced courses in marketing.

Course Goals

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 solving marketing problems.
 4. To improve the student's ability to communicate.
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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 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.

Evaluation

(See Assignment Details on page 4 for detailed allocation of marks.)

Final Exam	30%	Mark Allocation for Case Studies	
Midterm	20%	Oral Presentation	10% of grade
Case Studies	25%	Written Report	10% of grade
2 Quizzes @ 5% ea.	10%	Feedback (2.5x2)	5% of grade
Participation (2½ ea.)	10%		25%
Social Skills Contract	5%		
TOTAL	<u>100%</u>		

Note: No marks if you miss the oral presentation or critiquing unless for legitimate reasons.

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 decisions.
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 process.
11. Choose the most effective **distribution channel** for moving a product through the distribution system (place).

Course Record

Developed by: David Chapin, MBA Date: August, 1995
Instructor Name and Department (signature)

Revised by: _____ Date: _____
Instructor Name and Department (signature)

Approved by: Larry Jones/Steve Turnbull Start Date: September, 1995
Program Head (signature)



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School of Business
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Course Outline Part B

MKTG 1102
Marketing 1102

Effective Date

September, 1995

Instructor(s)

David Chapin, MBA

Office No.: SE6 Room 312
Office Hrs.: Posted on office door

Phone: 451-6767
Home: 434-1418

Text(s) and Equipment

Required:

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

Course Notes (Policies and Procedures)

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** or 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.

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

Assignment Details

Mark Allocation for Social Skills Contract and Assessment Sheet

1. You are to write a **Social Skills Contract**. In this contract you will specify how you will conduct yourself in the group process (i.e., case preparation time).

For example:

“Our group will always start on time...”

“The workload will be shared equally...”

“No food during prep time...”

“The case will be read by all participants before we meet.”

Your **Social Skills Contract** is due at the end of Lab 4 (Week 4/September 2630). Each member of the group must sign the **Social Skills Contract**. Your grade will depend on how well you prepare this “working agreement.”

2½ %

2. In Week 4, December 4 To 8, you will submit a **Social Skills Contract Assessment Sheet**. (This will be handed out near the end of the term.)

2½ %

5%

Guidelines for Constructive Feedback

“Constructive feedback 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 feedback.”

In order to properly give constructive feedback in the case presentation, the feedback 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 valid feedback. (Your instructor will be very “heavy-handed” if you are not prepared for your feedback session.)

Secondly, the feedback group must consider:

1. The problem statement — is the problem clearly stated by the presenters? Is it relevant to the case? Is it vague? Too many problems stated?
2. Did the presenters support the problem with 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 two or more alternatives presented as possible solutions to the problem? Were the advantages and disadvantages of each of the alternatives discussed?
6. Does the solution(s) presented solve the problem?
7. What plan of action was stated for the solution?
8. Did the group apply any of the concepts learned in the course to the case?

While the format of the presentation is important, it is secondary to the subject matter discussed in the case. Feedback 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 also may be critiqued.

Format

1. One of the feedback groups will be chosen to orally present their feedback in class.
2. You will write a short memo report (cc: Dennis Johnston, your Communications instructor) outlining the key points of your feedback on the case. The two major areas to be considered in this report are — case content and presentation skills.
3. Your written feedback will be given to the case presentors and it will be graded by your instructor.
4. This memo report must be typed, double-spaced and limited to 250–300 words.
5. Your written feedback is due the day of the presentation.

Penalty for late submissions — 20% per working day.

Guidelines for Marking Written Report

This is a short, concise business report written in *memo report format*. Use headings and correct listing format when appropriate. Use the following guidelines.

Contents

1. **Synopsis** — one paragraph, $\frac{1}{3}$ of a page.
2. **Problem** — state in one or two sentences, the main problem of the case.
3. **State main facts in the case.**
 - ▶ Identify any *research* information used.
 - ▶ State any *assumptions* you make
4. State two or more alternatives, advantages and disadvantages of each.
5. Solution.
6. Action plan.

Report must be typed, *double spaced and limited to 500–850 words*.

Penalty for late submission: 20% per working day.

Guidelines for Marking Oral Presentation

No mark if an item is not covered.

Give partial mark for each item covered; full mark only for exceptionally well done coverage.

- /2 "Attention getter"
- /2 Has the group clearly identified the main problem of the Case?
- /2 Evidence and quality of research used in solving the problem (identified).
- /3 At least two alternatives discussed with the advantages and disadvantages of each?
- /2 Quality of solution proposed and is it related to advantages and disadvantages of the alternatives presented.
- /2 What concepts learned in the course applied?
- /4 How was the overall presentation format such as effectiveness of communication, answers to questions, participation by each member, and utilization of time?
- /3 How did the group present themselves (dress, gestures, posture, eye-contact)? There should be *no* reading of notes in the presentation.

/20 ÷ 2 = 10 Marks awarded.

Remarks, if any.

Case Study

Set Number _____

GROUPS	A	B	C	D	E
Case #4 Oct 2-6	10% Present	10% Write	2.5% Feedback	2.5% Feedback	Mark
Case #7 Oct 16-20	10% Write	2.5% Feedback	2.5% Feedback	Mark	10% Present
Case #22 Oct 30	2.5% Feedback	2.5% Feedback	Mark	10% Present	10% Write
Case #15 Nov 14-17	2.5% Feedback	Mark	10% Present	10% Write	2.5% Feedback
Case #18 Nov 27	Mark	10% Present	10% Write	2.5% Feedback	2.5% Feedback
Total	125%	125%	125%	125%	125%

Your Group Name:

Members:

- (1)
- (2)
- (3)
- (4)
- (5)



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Schedule

MKTG 1102
Marketing 1102

Unit/ Dates	Lecture	Lab Activity	Reading Assignment
Week 1 Sep 6-8	Orientation, introduction of instructor, and course expectations.	Explain case methods, assign groups.	
Week 2 Sep 11-15	The marketing concept and environments.	Social skills contract. Exercise and cases assigned.	Chapters 1,2
Week 3 Sep 18-22	Market segmentation.	Exercise and case review.	Chapter 3
Week 4 Sep 25-29	Planning, evaluating opportunities. Demographic overview.	Case preparation and exercise.	Chapters 4, 6
Week 5 Oct 2-6	Marketing research.	Case #4 Diego's p. 738	Chapter 5
Week 6 Oct 9-13	Buyer behavior. Quiz #1 (Oct. 9 is a holiday.)	Case preparation and exercise.	Chapters 7,8
Week 7 Oct 16-20	Product planning.	Case #7 Haagen-Daaz p. 747	Chapter 9
Week 8 Oct 23-27	Product management.	Case preparation and exercise	Chapter 10
Week 9 Oct 30-Nov 3	Pricing cost and demand. MID-TERM EXAM	Case #22 Classy West p. 778	Chapter 18
Week 10 Nov 6-10	Pricing cost and demand.	Case preparation and exercise	Chapter 19
Week 11 Nov 14-17	Distribution strategies. (Nov. 13 is a holiday.)	Case #15 West Coast p. 766	Chapters 11, 12
Week 12 Nov 20-24	Wholesale and retail. Quiz #2	Case preparation and exercise	Chapters 13, 14
Week 13 Nov 27-Dec 1	The promotion program and elements of the promotion blend.	Case #18 Sam's Furniture p. 771	Chapters 15, 16, 17

Unit/ Dates	Lecture	Lab Activity	Reading Assignment
Week 14 Dec 4-8	Planning and controlling/consumerism and ethics.	Exercise Social skills contract and assignment	Chapters 20, 21, 22
Week 15 Dec 11-15	BCIT OFFICIAL EXAM WEEK		