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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline Part A

School of Business

Program: Marketing & Tourism

Option:

**MKTG 1102**  
**Essentials of Marketing**

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Hours/Week:	3	Total Hours:	45	Term/Level:
Lecture:	2	Total Weeks:	14	Credits:
Lab:	1			
Other:				

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**Prerequisites**

**MKTG 1102 is a Prerequisite for:**

Course No.:  
Course Name:

Course No.:  
Course Name:

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**Course Record**

Developed by:	<u>George Jacob, Marketing</u>	Date:	<u>September, 1997</u>
	Instructor Name and Department		
Revised by:	<u>George Jacob, Marketing</u>	Date:	<u>June, 1997</u>
	Instructor Name and Department		
Approved by:	_____	Start Date:	<u>September, 1997</u>
	Associate Dean / Program Head		

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**Course Description**

The main focus of this course is marketing concepts and environment in which the marketing manager operates. The emphasis throughout is application of the concepts to real life situations.

Lectures are designed to build a solid foundation of marketing fundamentals, while labs are geared to solving of marketing problems. A variety of problems will be given to students to work out solutions in groups.

The course is also designed at improving the written and oral presentation skills of the student.

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### Course Goals

1. To discuss the role of marketing and how it is integrated with other functions of the organization.
  2. To show the elements of a marketing plan.
  3. To teach skills in the solving of a variety of marketing problems.
  4. To improve the student's ability to communicate orally and in written format.
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### Evaluation

Final Examination	30%	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 <b>2 Labs</b> 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.
Midterm Examination	25%	
Case Study Presentation	33%	
Participation	12%	
TOTAL	100%	

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### Course Outcomes and Sub-Outcomes

See page 4. Reading assignment for each week also is shown on page 4.



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

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Option:

Course Outline **Part B**

**MKTG 1102**

**Essentials of Marketing**

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### Effective Date

September, 1997

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### Instructor(s)

George T. Jacob, BA., BAdmin., MBA, PhD

Office No.: SE6, Room 302

Phone: Local 6771

Office Hrs.: TBA

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### Text(s) and Equipment

#### Required:

- Shapiro, S.J., Perrault, W.D. and McCarthy, J.E. *Basic Marketing*, 8th Canadian Edition. Irwin, 1996.
- *Study Guide* accompanying the text is **optional**.

#### Recommended:

- Journals on Marketing in the Library.

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### Course Notes (Policies and Procedures)

None

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### Assignment Details

#### 5 Case Studies from text:

1. Toronto Door and Trim, p. 826
2. Runners' World, p. 834
3. Fraser Company, p. 852
4. Lever Ltd., p. 863
5. Peters Chocolate Co., p. 865



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing & Tourism

Option:

Schedule

MKTG 1102

Essentials of Marketing

Week of/ Number	Outcome/Material Covered	Reference/Reading Chapters	Outcomes (Learning Objectives)
1	Definitions of Marketing Role within the Firm and Economy	1, 2, 21	Purpose of studying marketing. Types of skills needed by a marketing manager.
2	Market Segmentation	3	Process of selecting a target market.
3	Evaluating Opportunities for Marketing	4	Environmental factors to be considered in the planning of marketing strategies.
4	Marketing Research	5	Market information sources, research methods.
5	Demography — Canadian Markets	6, 22	Demographic characteristics of Canadian consumers, ethics in marketing.
6	Consumer Behavior	7	Factors that influence buying behavior of consumers.
7	Industrial Markets	8	Organizational customers and how they buy.
8	Product Planning	9, 10	Product planning process for new products.
9	Distribution Channels, Logistics	11, 12	Distribution management, middlemen.
10	Retailing	13	Strategic planning in retailing.
11	Advertising, Personal Selling, Sales Promotion	14, 15, 16	Promotional concepts, strategies, personal selling, advertising, sales promotion.
12	Pricing Strategies	17, 18	Methods of setting price in relation to competition.
13	The Marketing Plan	19, 20	How to put together a partial marketing plan.

### Case Study

Set No. \_\_\_\_\_

GROUPS	A	B	C	D	E
Case 1 Date	Oral Presentation (10%) 20–30 mins	Written Report (7.5%) 4 pgs	Written Report (7.5%) 4 pgs	Critique (4%) 1 pg summary	Mark (4%) 1 pg summary
Case 2 Date	Written Report (7.5%)	Oral Presentation (10%)	Written Report (7.5%)	Mark (4%)	Critique (4%)
Case 3 Date	Critique (4%)	Mark (4%)	Oral Presentation (10%)	Written Report (7.5%)	Written Report (7.5%)
Case 4 Date	Mark (4%)	Written Report (7.5%)	Critique (4%)	Oral Presentation (10%)	Written Report (7.5%)
Case 5 Date	Written Report (7.5%)	Critique (4%)	Mark (4%)	Written Report (7.5%)	Oral Presentation (10%)

Your Group Name: \_\_\_\_\_

Members:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

For your group's assignments, 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 and Preparation Guide**

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

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**MKTG 1102**  
**Case Study: 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, double spaced and the body limited to **four pages**. (You may use Appendix where necessary.)

Penalty for late submission: 25% per working day.

**Mark Allocation for Case Studies**

Oral Presentation	10% of grade	} group mark
2 Written Reports (7.5 + 7.5)	15% of grade	

Critiquing	4% 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**



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## 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 — all these may be critiqued.