



DEC 04 1997

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline *Part A*

School of Business

Program: Marketing & Tourism

Option:

MKTG 1102**Essentials of Marketing**

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

Prerequisites**MKTG 1102 is a Prerequisite for:**

Course No. Course Name

Course No. Course Name

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

Course Description

This course attempts to give the student a good grasp of marketing concepts and environment in which the marketing manager operates. The emphasis throughout the course is application of the concepts to real life situations.

Lectures are designed to give an understanding of the variables that constitute the marketing mix, while labs are devoted to solving specific marketing problems. These are accomplished through case studies and a major class project on how to market a new product.

Evaluation

Final Exam	35%	
Mid-term Examination	25%	
Labs; Cases	20%	
Social Skills Contract	5%	
Peer Evaluations/Participation	10%	To be submitted – Week 13 / November 24 to 28
Quiz	5%	
TOTAL	100%	

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

Course Record

Developed by: David Chapin, MBA, Marketing
Instructor Name and Department (signature)

Date: September, 1997

Revised by: David Chapin, Marketing
Instructor Name and Department (signature)

Date: June, 1997

Approved by: _____
Associate Dean / Program Head (signature)

Start Date: September, 1997



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline *Part B*

School of Business

Program: Marketing & Tourism

Option:

MKTG 1102

Essentials of Marketing

Effective Date

September, 1997

Instructor(s)

Gary Bailey	Office No.:	SE6 316	Phone:	Local 6762
David Chapin		SE6 312		Local 6767
Randy Singer		SE6 312		Local 6767
Dave Westcott		SE6 316		Local 6763
	Office Hrs.:	As posted outside our office doors or by appointment		

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.

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** 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.

Assignment Details

5 Case Studies from text:

- | | |
|------------------------|--------|
| 1. Toronto Door & Trim | p. 826 |
| 2. Runner's World | p. 834 |
| 3. Fraser Company | p. 852 |
| 4. Lever Ltd. | p. 863 |
| 5. Peter's Chocolate | p. 865 |

Mark Allocation for Case Studies

Oral Presentation	7.5% of grade
Written Presentation	7.5% of grade
Feedback/Critiquing	5.0% of grade (2.5 for each feedback/critique)
TOTAL	20.0%

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

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."

For each case you are to have one person being a:

1. Facilitator
2. Encourager
3. Minute Taker
4. Timekeeper

(See case study notes for a definition of these terms.)

These four roles are to be filled by each group member in the case analysis procedure. These ***roles must be rotated for each case*** so that each member of the group will experience a different role throughout the term. In your Social Skills Contract define who will facilitate what roles for each of the five cases to be analyzed this term.

For example:

Case #1 ...

Facilitator =
Encourager =
Minute Taker =
Timekeeper =

Case #2 ...

Facilitator =
Encourager =
Minute Taker =
Timekeeper =

Case #3 ...

Facilitator =
Encourager =
Minute Taker =
Timekeeper =

Case #4 ...

Facilitator =
Encourager =
Minute Taker =
Timekeeper =

Case #5 ...

Facilitator =
Encourager =
Minute Taker =
Timekeeper =

Your ***Social Skills Contract*** is due at the end of Lab 4 (Week 4/September 22–26). Each member of the group ***must sign*** the ***Social Skills Contract***. Your grade will depend upon how well you prepare this “working agreement.”

5%



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing & Tourism

Option:

Schedule

MKTG 1102

Essentials of Marketing

Week	Outcome/Material Covered	Reference Reading	Outcomes (Learning Objectives)
1 Sept 3–5	Definitions of Marketing. Role within the Firm and Economy		Purpose of studying marketing. Types of skills needed by a marketing manager.
2 Sept 8–12	Discussion of Social Skills Contract Market Segmentation	Intro Chapter 1	Process of selecting a target market.
3 Sept 15–19	Planning the Marketing Environment	2–3	Environmental factors to be considered in the planning process.
4 Sept 22–26	Marketing Research	4–5	Market information sources, research methods.
5 Sept 29–Oct 3	Demography — Canadian Markets	6	Demographic characteristics of Canadian consumers, ethics in marketing.
6 Oct 6–10	Consumer Behavior QUIZ	7	Factors that influence buying behavior of consumers.
7 Oct 14–17	Industrial Markets	8	Organizational customers and how they buy.
8 Oct 20–24	Product Planning MID-TERM	9, 10	Product planning for new products, process strategies for product lines.
9 Oct 27–31	Distribution Channels, Logistics	11, 12	Distribution management, distribution strategies, middlemen.
10 Nov 3–7	Retailing	13	Strategic planning in retailing.
11 Nov 10–14	Advertising, Personal Selling, Sales Promotion	14, 15, 16	Promotional concepts, strategies, personal selling techniques.
12 Nov 17–21	Pricing Strategies	17, 18	Methods of setting price in relation to competition.
13 Nov 24–28	The Marketing Plan	19, 20	How to put together a partial marketing plan.
14 Dec 1–5	Reviews for FINAL EXAM		
15 Dec 8–12	FINAL EXAM WEEK		

Quiz – Monday Oct 6 – all material covered (in lecture hall).

Midterm – Monday Oct. 20 – all material covered (in lecture hall).

LAB SCHEDULE

September – December 1997

Weeks 1 and 2 September 3–5 September 8–12	Introduction to Groups Explain Case Method of Presentation Case Rehearsal — Charlie's Laundry
Week 3 September 15–19	Case Rehearsal Discussion and Preparation for Case Discussion of Social Skills Contract
Week 4 September 22–26	Social Skills Contract is Due in Lab Case Presentation — Toronto Door & Trim, p. 826
Week 5 September 29 – October 3	Discussion and Preparation for Cases
Week 6 October 6–10	Case Presentation — Runner's World, p. 834 – Interim Peer Evaluation Due
Week 7 October 14–17	Discussion and Preparation for Cases
Week 8 October 20–24	Case Presentation — Fraser Company, p. 852
Week 9 October 27–31	Discussion and Preparation for Cases
Week 10 November 3–7	Case Presentation — Lever Ltd., p. 863
Week 11 November 10–14	Discussion and Preparation for Cases
Week 12 November 17–21	Case Presentation <i>PETER'S CHOCOLATE P. 865.</i>
Week 13 November 24–28	Preparation for Final Exam – Peer Evaluation Due
Week 14 December 1–5	Last Week Review
Week 15 December 8–12	Exam Week at BCIT

Note: On Monday, October 13, Thanksgiving Day, and Tuesday, November 11, Remembrance Day, there will be no labs — you are still responsible for your case preparation. If you need to discuss the case with your lab instructor, ensure you make an appointment to see him during his posted office hours.

Shinerama is September 17 — if your Social Skills Contract is due that day, please ensure that you submit it the following day (September 18) to your instructor.

Business attire (or appropriate dress) is required for presenting groups.

CASE STUDY

Set Number _____

GROUPS	A	B	C	D	E
Case #1 Toronto Door & Trim p. 826	7.5% Present	7.5% Write	2.5% Feedback/ Critique	2.5% Feedback/ Critique	Mark
Case #2 Runner's World p. 834	7.5% Write	2.5% Feedback/ Critique	2.5% Feedback/ Critique	Mark	7.5% Present
Case #3 Fraser Company p. 852	2.5% Feedback/ Critique	2.5% Feedback/ Critique	Mark	7.5% Present	7.5% Write
Case #4 Lever Ltd. p. 863	2.5% Feedback/ Critique	Mark	7.5% Present	7.5% Write	2.5% Feedback/ Critique
Case #5 Peter's Chocolate p. 865	Mark	7.5% Present	7.5% Write	2.5% Feedback/ Critique	2.5% Feedback/ Critique
Total	/20%	/20%	/20%	/20%	/20%

Your Group Name: _____

Members:

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

- Each group presents only once, writes only once and gives a feedback/critique twice.
- Each group has to mark a case presentation in class. The group will hand in a mark which will count for 50% of the oral presentation. The other 50% is given by the instructor.

Case Study Notes:

There are four roles to be filled by each group member in the case analysis procedure. These **roles must be rotated for each case** so that each member of the group will experience a different role throughout the term. Although, the roles are defined below, **each group member must contribute equally to the case solution.**

1. ***The Role of the Facilitator***

This is the person who focuses on the **task dynamics** of the group. The role of the Facilitator is to ensure that the “task” is completed. Facilitators help the group complete the task in a timely and efficient manner. The Facilitator exercises the primary leadership role for the group process.

2. ***The Role of the Encourager***

This is the person who focuses on the **process dynamics** of the group. The role of the Encourager is to see that all the group members take part in the discussion concerning the case study. The Encourager encourages **all** the group members to participate equally in the case discussion. (They ensure that no one is left out of the group discussion and/or that no one individual dominates the group process.)

3. ***The Role of the Minute Taker***

The Minute Taker takes notes concerning — decisions reached and actions to be taken (who has agreed to do what by what date). The Minute Taker should also record all decisions made concerning the case.

4. ***The Role of the Timekeeper***

The Timekeeper monitors how long the group is taking to accomplish its tasks and provides regular updates to make members aware of where they are with regard to time spent. Typically the first warning should come when half of the allotted time has been used, followed by a second warning when three-fourths of the allotted time has been consumed, and finally a five minute warning. At this time, if the desired outcome is not close to being achieved, the group needs to decide whether to continue processing or to set an additional meeting time. (If an additional meeting is required the Minute Taker should note this.)

CASE DISCUSSION AND PREPARATION GUIDE
(Some Key Points for Your Consideration)

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

GUIDELINES FOR MARKING THE WRITTEN REPORT

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

- COVER PAGE**
- Name of case
 - Name of group members (capital letters, last names first)
 - Set number
 - Course number
 - Date of presentation

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

- CONTENTS**
- Synopsis — 1/3 page synopsis of the case.
 - Problem — state in one or two sentences, the **main** problem of the case.
 - State facts in the case relating to the problem identified.
 - Any research information needed/used?
 - Any assumptions necessary?
 - State at least two alternatives and advantages and 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 750 words. (You may use Appendix where necessary.)

Penalty for late submission: 25% per working day.

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

GUIDELINES FOR MARKING THE FEEDBACK/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? 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 solution(s) to the problem? Were the advantages and disadvantages of each of the alternatives discussed?
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?
8. Did the group apply any of the concepts learned in the course to the case?

Format

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

Remarks: (This remarks section must be filled in by each student who is critiquing.)

(Use the back of the page if more space is needed.)

PEER EVALUATION FORM

Case Studies — Participation Evaluation
(To be submitted individually — Week 13/November 24 – 28)

Your Name: _____
Last First

Option/Set: _____ Group Name: _____

Circle one number for each member. (#1 is the lowest rating — #10 is the highest.)

Other members of your group
Last Name first

Each member's contribution towards the group's effort
over the term

	Group members names	Circle one for each group member									
1.		1	2	3	4	5	6	7	8	9	10
2.		1	2	3	4	5	6	7	8	9	10
3.		1	2	3	4	5	6	7	8	9	10
4.		1	2	3	4	5	6	7	8	9	10
5.		1	2	3	4	5	6	7	8	9	10
6.		1	2	3	4	5	6	7	8	9	10