


BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: HRMG, MGTS

Course: Essentials of Marketing

Taught to: Full-time Day School

Course Outline: MKTG 1102
Date: Fall 2001

Hours/Week:		Total Hours:	42	Term:	1
Lecture:	2	Total Weeks:	14	Credits:	3
Lab:	1				
Total	3				

Instructor: Ange Frymire

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 afrymire@bcit.ca

Office Hours: As posted. A daily **Interview Schedule** will indicate instructor availability. Appointments must be made in advance by signing the schedule in the appropriate time slot.

Prerequisites: Admission to BCIT

Course Description and Goals:

The main focus of this course is to describe the marketing concept as it applies to business organizations and the environment in which the marketing manager operates. The emphasis throughout the course is the application of the marketing concept to real-life situations, both from a micro and macro viewpoint.

Lectures are designed to build a solid foundation of marketing fundamentals, while labs are geared toward solving different company marketing problems in case study formats. Students will work in groups to find marketing solutions to these cases. Students will present their solutions to the class either orally or in written report format. *As this course is also designed at improving the written and oral presentation skills of the student, each case study is marked for both content and professional quality of delivery. Students must complete all the written and oral presentation assignments in order to pass the course.*

Note: dates to remember this fall are: Shinerama Sept. 20th; Thanksgiving Oct. 8th; Mid-term Week assigned on a course-by-course basis; Remembrance Day Nov. 12th; TBA – George Tidball Series speaker end of September.

Prior Learning Assessment Method

Evaluated by BCIT faculty advisors and based upon the related courses taken and/or level of experience of the candidate.

Evaluation

Policy:

*BCIT's policy on attendance, course-project completion and successful passing marks for examinations can be found in the BCIT calendar. Successful completion depends on the student attending **90%** of the course, passing the cumulative of the mid-terms and final exam, as well as successful completion of the course projects. Excessive absence will be deemed to be missing more than **two (2) lab hours** for reasons within the student's control or for reasons not found as valid by the instructor (see course calendar for more details). Upon notification and failure to provide an acceptable explanation, the student will be disqualified from writing the final exam. **NOTE: Failure to achieve 50% on the combined exams** will result in a 0% for all projects, as well as failure of the course in total.*

Final Examination	30 %
Midterm Test	25 %
Case Studies	35 %
Other	10 %

Course Learning Outcomes

At the end of this course, the student will be able to:

- work effectively and proactively in a group/team environment
- please see Page 5 and Page 6 of this outline for weekly learning outcomes.
- please see Page 5 and Page 6 for weekly reading assignments.
- please see Pages 7-12 for learning outcomes of case studies.
- please see Pages 7-10 for guidelines on skill development in oral and written presentations



Course Record

Developed by: Ange Frymire

Date: August, 2001

Instructor

Revised by:

Date: _____

Instructor signature

Approved by: Morie Shacker

Date: August, 2001

Associate Dean (Acting) signature

Text(s) and Equipment Required:

Marketing: Canadian Edition: Solomon, Stuart, Carson, Smith, 2001 ISBN 0-13-014427-4

Reference or Recommended Material:

1. Marketing Magazine (www.marketingmag.com)
2. Forbes Magazine (www.forbes.com)
3. www.gmarketing.com
4. www.strategymag.com

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.
- *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 a student to miss assignments, quizzes, tests, projects or exams. At the discretion of the instructor, the student may complete the work missed or have the work pro-rated (i.e. an average is given according to the student's performance throughout the course).
- *Makeup Tests, Exams or Quizzes:* There will be no makeup tests, exams or quizzes. If a student misses a test, exam or quiz, the student will receive zero marks. Exceptions may be made for documented medical reasons or extenuating circumstances at the approval of the instructor.
- *Labs/Lectures:* Attendance is mandatory. Lab exercises are due at the end of the lab period.

Assignment Details

Attached to Course Outline and to be covered by the instructor of the course. All reports and summaries must be typed in a professional manner, using acceptable industry standard guidelines.



* This schedule is subject to change at the discretion of the instructor.

Course Map

Week #/ Date of Lecture	Material Covered	Ref/ Chap.	Outcomes (Learning Objectives)
#1 Lecture # 1 THU Sept 6	Orientation Recap of Course Outline Team Skills	Notes/ Hand-outs	To familiarize the student with overall course objectives, define learning process for labs, communicate expectations for course participation and expose students to "Team Skills" requirements for the course.
#2 TUE Sept 11 THU Sept 13	Welcome to the World of Marketing Marketing Information & Research H/O GOLDEN DREAMS CASE STUDY	1 5	To discuss the importance of marketing in business today and define its role in a changing marketplace. To discuss the available research resources that allow marketers to facilitate the decision making process.
#3 TUE Sept 18 THU Sept 20	Why People Buy: Consumer Behaviour H/O CASE STUDY #1- Product Shinerama – No lecture	6	To evaluate the importance of consumer behaviour to the marketing process.
#4 TUE Sept 25 THU Sept 27	Why Organizations Buy: B2B Markets Sharpening the Focus: Target Marketing Strategies	7 8	To describe the characteristics of business-to-business markets; e-commerce and the business buying-decision process. To explain the segmenting of markets and targeting strategies, which are core concepts in marketing.
#5 TUE Oct 2 THU Oct 4	Creating the Product Managing the Product H/O CASE STUDY #2-Place	9 10	To explain the process of creation, classification and adoption of the product. To develop strategic and tactical approaches to managing the product, including branding and packaging.
#6 TUE Oct 9 THU Oct 11	Broadening the Product Focus: Marketing Intangibles & Services Mid Term Review	11 Chapters 1, 5-11	To discuss marketplace variables with intangible goods.

#7 TUE Oct 16 THU Oct 18	<u>Mid-term Exam</u>	Chapters 1, 5-11	To discuss the role and importance of distribution, types of distribution strategies available, wholesaling and channel decisions.
	Channel Management, Wholesaling, Physical Distribution	14	
#8 TUE Oct 23 THU Oct 25	Advertising (Both Lectures) H/O CASE STUDY #3- Promotion	17	To describe the advertising process; to explain effective evaluation techniques; to discuss challenges facing the industry.
#9 TUE Oct 30 THU Nov1	Sales Promotion, PR & Personal Selling (Both Lectures)	18	To discuss the tools available for marketers in communicating with customers or consumers.
#10 TUE Nov 6 THU Nov 8	Retailing & E-tailing IMC & Relationship Management H/O CASE STUDY #4-Price	15 16	To explain the evolution of retailing, categorizing retailers and to discuss retail concepts. To discuss the implications of Integrated Marketing Communications and relationship marketing.
#11 TUE Nov 13 THU Nov 15	Pricing the Product Pricing Methods	12 13	To identify the elements critical to effective pricing. To discuss the components of pricing strategies and tactics.
#12 TUE Nov 20 THU Nov 22	Strategic Planning: Making Choices Decision Making: Enriching the Marketing Environment	2 3	To describe the steps in the marketing planning process and to explain the factors involved in implementation. To explain and discuss the New Era marketing focus, by dissecting ethics, social responsibility and internal/external considerations.
#13 TUE Nov 27 THU Nov 29	Think Globally & Act Globally: Marketing Multi- nationally Final Exam Review	4 Entire Text	To analyze issues and factors that have impact on organizations operating in a global environment.
#14 Week of Dec 3 FINALS	Final Exam will be scheduled in a formal exam week. You will be notified of particulars in advance.	Entire Text	



Course Outline

MKTG 1102 Essentials of Marketing

Marks Allocation for Case Studies

Oral Presentation	14% of grade
Written Reports (8 marks each)	16% of grade
Critiques & one-page summaries	5% of grade

CASE STUDY SCHEDULE

Case Study	Group A	Group B	Group C	Group D
Sample Case	All teams present 8 minutes 3 minutes Q&A	All teams present 8 minutes 3 minutes Q&A	All teams present 8 minutes 3 minutes Q&A	All teams present 8 minutes 3 minutes Q&A
Date				
Case 1	Oral Presentation 20 minutes 5 minutes Q&A Worth 14%	Written Report 4 - 5 pages Worth 8%	Critique 1-page Summary Worth 5%	Written Report 4 - 5 pages Worth 8%
Date				
Case 2	Written Report 4 - 5 pages Worth 8%	Oral Presentation 20 minutes 5 minutes Q&A Worth 14%	Written Report 4 - 5 pages Worth 8%	Critique 1-page Summary Worth 5%
Date				
Case 3	Written Report 4 - 5 pages Worth 8%	Critique 1-page Summary Worth 5%	Oral Presentation 20 minutes 5 minutes Q&A Worth 14%	Written Report 4 - 5 pages Worth 8%
Date				
Case 4	Critique 1-page Summary Worth 5%	Written Report 4 - 5 pages Worth 8%	Written Report 4 - 5 pages Worth 8%	Oral Presentation 20 minutes 5 minutes Q&A Worth 14%
Date				

Your Group Name/Letter: _____

Members:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

For your group's assignments, read below.
All groups deal with all four cases, doing one task or another.

Every group has to make **one oral** presentation of a designated case, write **two** four-page reports (these are **group reports**, not individual reports) on two other cases, and **critique** a fifth case. When critiquing, each member of the group is to submit a one-page report showing only the main problem and solution (with plan of action). All written summaries must be typed and double-spaced.



Oral/Written Presentations Case Discussion & Preparation Guide

Outline	Guide Questions
Case Synopsis (only for oral): 1. A summary of the major events and facts.	Familiarize yourself with the case by answering: 1. What is the case generally about? 2. What are the main facts, characters & events?
Problem: 1. Define the main problem in question form, in one sentence.	Diagnose the case problem by answering: 1. What is the problem of the case? State clearly in a sentence, in question form.
Research: 1. Outline case study facts relating to the problem. 2. Make assumptions, if necessary. 3. Research for more information that will throw light on the problem (library, industry) and summarize those facts.	Analyze the case by answering: 1. What data or research is needed to answer questions in the case? 2. What assumptions need to be made?
Evaluation of Alternatives: 1. State three strong alternatives and evaluate the advantages and disadvantages of each alternative. 2. For each alternative, state three advantages and three disadvantages.	Develop strong solutions and evaluate each by answering: 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?
Solution: 1. State the chosen alternatives solution with a supporting argument. 2. Consider the cost of your recommendation(s) 3. State how you will implement the solution.	Make a decision by answering: 1. How do the alternative solutions compare in terms of their advantages and disadvantages? 2. Which of the alternative solutions seems best?
Plan Of Action: 1. List step-by-step how the chosen alternative solution would be implemented.	Plan the implementation of the solution by answering: 1. How should the plan be implemented? 2. Who should implement the solution?
Concepts Used from Course: 1. List at least two or three major concepts used in the case study.	Review the entire text for this, not just the chapter. 1. Which course concepts or research findings helped develop the case preparation?



Guidelines for Marking the Oral Case Presentation

This is the format to be used by the instructor in marking all oral presentations.

- /10 Main problem is clearly identified and stated in one sentence.
- /10 Facts are relevant to the problem outlined and assumptions have been made where necessary.
- /25 Evidence of quality primary and secondary research.
- /30 Three alternatives with three advantages and three disadvantages of each were presented.
- /10 Does the proposed solution solve the problem stated satisfactorily?
- / 5 Concepts learned in the course have been identified.
- /10 How was the overall presentation format? i.e. effectiveness of communication, Q&A, participation by each member, utilization of time (20) minutes, etc?
- /100 Total marks awarded**

Marking Grid:

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



Course Outline

MKTG 1102 Essentials of Marketing **Case Study – Written Report & Allocation of Marks**

This is a short, concise business report. The contents should be written in a professional format, using full sentences and bullets or points, where it makes sense. Use the following guidelines.

- COVER PAGE:**
1. Course Number and Program (HRST or MGTS) (**very important!!!**)
 2. Instructor
 3. Date of presentation
 4. Name of case
 5. Group names
 6. Set number
 7. Name/letter of group members

If a group member does not participate, do not show his/her name on the report.

CONTENTS & MARKING:

/10	Problem	State in one or two sentences, the main problem, in question form.
/10	Facts/Assumptions	State facts in the case relating to the problem only. Assumptions will be from case and/or research.
/25	Research Summary	Summarize the facts obtained from research
/30	Alternatives	State three alternatives with three advantages and three disadvantages for each alternative.
/15	Solution/Action Plan	Solution and implementation
/5	Concepts	Concepts used from the course.
/5	Bibliography	Identify all research information sources used.

/100 TOTAL

(see also Preparation Guide on Page 8)

Format:

The written report must be:

1. typed using a 12-size font.
2. double-spaced.
3. limited to **four to five pages** plus bibliography.

**Penalty for late submissions: 25% per working day.
You will receive 0% if more than four (4) days late.**

If you miss your group's oral presentation, you will not get any marks for that presentation.



Critiquing a Presentation

WHAT IS A CRITIQUE?

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

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 strong 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 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.

Allocation of Marks:

One-Page Summaries:

Problem	20 marks
Solution	20 marks
Plan of Action	40 marks
Group Critique Mark	<u>20 marks</u>
TOTAL	100 marks

Critiquing Sheet

Set: _____

Program: _____

Date: _____

Group Being Critiqued: (First and Last Names)

_____	_____	_____
_____	_____	_____

Group Critiquing: (First and Last Names)

_____	_____	_____
_____	_____	_____

Comment and defend your position on each of the seven steps outlined on Page 11. Staple or paper-clip your one-page reports to this paper and submit as one package at the end of the lab.