



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing & Tourism

Option:

Course Outline Part A

MARKETING 1102

Hours/Week: 3
Lecture: 2
Lab: 1
Other:

Total Hours: 45
Total Weeks: 14

Term/Level:
Credits:

Prerequisites

MARKETING 1102 is a Prerequisite for:

Course No.:
Course Name:

Course No.:
Course Name:

Course Record

Developed by: George Jacob, Marketing Date: September 1994
Instructor Name and Department

Revised by: George Jacob, Marketing Date: July 1995
Instructor Name and Department

Approved by: _____ Start Date: _____
Associate Dean / Program Head

Course Description

This is an introductory course on Marketing. The student is introduced to the various concepts and environment in which the marketing manager operates. The emphasis throughout the course is application of marketing principles learnt.

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.

Course Goals

1. To discuss various marketing functions and how to integrate them with other functions of the organization.
 2. To show how to plan for the marketing of 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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Evaluation

Subject to adjustment		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.
Final Examination	25%	
MidTerm Examination	25%	
Labs; Cases	20%	
Project	20%	
Participation	10%	
TOTAL	100%	

Course Outcomes and Sub-Outcomes

See page 4.



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

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Option:

Course Outline Part B

MARKETING 1102

Effective Date

September, 1995

Instructor(s)

George T. Jacob, B.A., B.Admin., M.B.A., Ph.D.

Office No.: SE6, Room 302

Phone: Local 6771

Office Hrs.: TBA

Text(s) and Equipment

Required:

- Basic Marketing by McCarthy, Shapiro, Perreault. Irwin, Seventh Canadian Edition.
- Study Guide^{to} accompany text is **optional**.

Recommended:

Course Notes (Policies and Procedures)

None

Assignment Details

To be handed out in lab.



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Schedule

MARKETING 1102

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

Case Study

Set No. _____

GROUPS	A	B	C	D	E
Case 1 Date	Oral Presentation (7.5%)	Written Report (5%)	Written Report (5%)	Critique (2.5%)	Mark
Case 2 Date	Written Report (5%)	Oral Presentation (7.5%)	Written Report (5%)	Mark	Critique (2.5%)
Case 3 Date	Critique (2.5%)	Mark	Oral Presentation (7.5%)	Written Report (5%)	Written Report (5%)
Case 4 Date	Mark	Written Report (5%)	Critique (2.5%)	Oral Presentation (7.5%)	Written Report (5%)
Case 5 Date	Written Report (5%)	Critique (2.5%)	Mark	Written Report (5%)	Oral Presentation (7.5%)

Your Group Name: A

1. _____
2. _____
3. _____
4. _____
5. _____

- Each group presents only *once*, writes *twice* and critiques *once* for a total of 20 marks.
- Each group has to also mark a case presentation in class, and hand in a short summary of the case. Group will hand in a mark which will count for 50% of oral presentation. The other 50% is given by the instructor.

**Case Discussion and Preparation Guide
For Oral/Written Presentations**

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"> 1. What is the case generally about? 2. 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"> 1. 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"> 1. Any minor questions to be answered satisfactorily first, in order, to answer the main problem question? 2. What data or research is needed to answer questions in the case? 3. 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"> 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 <ul style="list-style-type: none"> • State the chosen alternative solution with a supporting argument. • Consider the cost of your recommendation(s). 	Make a decision by answering: <ol style="list-style-type: none"> 1. How do the alternative solutions compare in terms of their advantages and disadvantages? 2. Which of the alternative solutions seems best?
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"> 1. Which course concepts or research findings helped develop the case preparation?

Marketing 1102 Case Study: Written Report

This is a short, concise report and not a 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

1. Problem — state in one or two sentences, the **main** problem of the case.
2. State facts in the case relating to the problem identified.
 - Any research information needed/used?
 - Any assumptions necessary?
3. State at least two alternatives and advantages and disadvantages of each.
4. Solution.
5. Concepts used from the course.
6. Identify under "Reference" research information sources used.

Report must be typed, double spaced and limited to three pages (excluding the cover page).

Penalty for late submission: 20% per working day.

Mark Allocation for Case Studies

Oral Presentation:	7.5% of grade
Written Report:	5% of grade
Critiquing:	2.5% of grade

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

Guidelines for Marking Case Presentation

- No mark if an item is not covered.
 - Give partial mark for each item covered; full mark only for **exceptional** coverage.
- /1 Problem clearly identified?
 - /2 Facts relevant to the problem outlined, and assumptions made where necessary?
 - /3 Evidence of secondary or primary research and quality of research used in solving the problem.
 - /4 At least two alternatives discussed with the advantages and disadvantages of each?
 - /2 Does the proposed solution solve the problem?
 - /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.?
 - /15 Marks awarded. (Your marks count for 50% of marks awarded to the group.)

Remarks (if any):

Critique: Case Presentation

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? 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?

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.

G. Jacob

A Marketing Game: Class Project

Objective How to put together a partial Marketing Plan. The class will work on a Marketing Plan for marketing a new product, in teams.

Required Each team to work on a major aspect of marketing. Team members may vary in size depending on the size of the class. You may select the aspect of marketing which is of interest to you. Each team to select a leader who will liaise with other team leaders as well as the instructor throughout the term.

Four teams are required as follows, with the designation of team leaders and major tasks to be accomplished by team members as shown below:

Team	Leader	Task	Team Members
1. Product	Brand Manager	Product Prototype, Product Lines Product Positioning Analysis Branding Labeling Life Cycle Analysis	
2. Market	Sales Manager	<ul style="list-style-type: none"> Market Segmentation Target Market Competition Analysis Sales Forecasting 	
3. Distribution & Pricing	Distribution Manager	<ul style="list-style-type: none"> Channel Strategy (consumer/industrial) Wholesaling Markup Retailing Functions, Markup Physical Distribution Pricing Strategies, Policies 	
4. Promotion	Promotion Manager	<ul style="list-style-type: none"> Promotion Theme, Advertising Personal Selling territory number type tasks Sales Promotion Budget 	

- *more than one person may be allocated if class size permits.*