

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME Essentials of Marketing

COURSE NUMBER 1102 Date September 1994

Prepared by Cindy McPherson Taught to First Year

School Business School Business

Program Marketing Program Admin. Man., Trans.

Term 1 Hrs/Wk 3 Credits 3

No. of Weeks 14 Total Hours 56

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Instructor: Cindy McPherson Office - IBM 308 Local 6766

COURSE GOALS

An introductory course designed to provide the student with an overview of the marketing concept and how it can be applied to any type of organization or service.

Material covered includes the controllable and uncontrollable elements of marketing, strategy planning, market characteristics, market research techniques, market segmentation and target market selection.

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EVALUATION

|                              |            |          |
|------------------------------|------------|----------|
| Final examination            | <u>30</u>  | <u>%</u> |
| Mid-term                     | <u>20</u>  | <u>%</u> |
| Attendance and Participation | <u>10</u>  | <u>%</u> |
| 2 Quizzes @ 10% each         | <u>20</u>  | <u>%</u> |
| Assignments                  | <u>20</u>  | <u>%</u> |
| TOTAL                        | <u>100</u> | <u>%</u> |

NOTE: In order to get credit for the assignments as well as the lab marks, you must have a passing grade on the total of the midterm and the final exam. That is, the combined marks of the midterm and the final must exceed 50%. No Make-ups on exams.

REQUIRED STUDENT COURSE RESOURCES AND MATERIALS

Basic Marketing 7th Canadian Edition  
McCarthy/Shapiro/Perrault - Irwin

Optional: Student Study Guide

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COURSE 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 behaviour.
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)

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PLEASE NOTE:

- A. For late submission of projects, 5% will be deducted per day for each day late.
- B. Up to 10% of the marks will be deducted on the project for spelling and grammatical errors.
- C. The attendance policy as outlined on page 10 of the BCIT Calendar will be enforced. 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 examination.

| <u>Day</u>   | <u>1994<br/>Lecture Outline</u>                            | <u>References</u> |
|--------------|--|-------------------|
| September 12 | Introduction   |                   |
| September 13 | Marketing & the World                                      | Ch. 1             |
| September 19 | Marketing & the Organization                               | Ch. 2             |
| September 20 | Market Segmentation  | Ch. 3             |
| September 26 | External Environment                                       | Ch. 4             |
| September 27 | Market Research/Quiz                                       | Ch. 5             |
| October 3    | Consumer Demographics                                      | Ch. 6             |
| October 4    | Consumer Psychographics                                    | Ch. 7             |
| October 10   | Happy Thanksgiving - No Class                              |                   |
| October 11   | Organizational Buying Behaviour                            | Ch. 8             |
| October 17   | Product Planning   | Ch. 9             |
| October 18   | Midterm  |                   |
| October 24   | Product Management/New Products                            | Ch.10             |
| October 25   | Services Marketing   |                   |
| October 31   | Price Determination  | Ch. 18            |
| November 1   | Pricing Strategies   | Ch. 19            |
| November 7   | Channels of Distribution                                   | Ch. 11/12         |
| November 8   | Wholesaling  | Ch. 13            |
| November 14  | Retailing  | Ch. 14            |
| November 15  | The Promotional Program/Quiz                               | Ch. 15            |
| November 21  | Personal Selling   | Ch. 16            |
| November 22  | Advertising/Sales Promotion/<br>Public Relations/Publicity | Ch. 17            |
| November 28  | Marketing Implementation                                   | Ch. 20            |
| November 29  | Marketing and Society                                      | App. D            |
| December 5   | Ethics   | Ch. 22            |
| December 6   | Review   |                   |