



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline Part A

School of Business

Program: Operations Management

Option:

MKGT 1102

Essentials of Marketing

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|-------------|---|--------------|----|-------------|------------------|
| Hours/Week: | 4 | Total Hours: | | Term/Level: | 1st year (1A-H) |
| Lecture: | 3 | Total Weeks: | 10 | Credits: | Computer Systems |
| Lab: | 1 | | | | |
| Other: | | | | | |

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

Acceptance into BCIT. None.

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, marketing research techniques, market segmentation and target market selection.

Course Description

This is an introductory course to marketing. The student will be introduced to the concept of marketing and the role it plays in today's world. In addition, the student will learn the variables that create the market mix and find out how these variables can be manipulated in order to make the product more appealing to the target market. The student will learn how to segment, target, and position a product to accomplish this effectively.

This unit is designed for four hours, generally consisting of three hours of lectures and one hour of lab work. Lab time is used for exercises, case studies and videos where appropriate.

Evaluation

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|---------------------------------|-------------|---|
| Final Examination | 35% | The student must obtain a passing grade (50%) on the final exam and the midterm exam in addition to passing the aggregate exam component of the course (midterm(s) and final). *A student missing more than 2 labs without a valid excuse will receive a failing grade. |
| Mid-Term | 25% | |
| Projects Presentations | 20% | |
| 2 Quizzes @ 5% each | 10% | |
| Participation/Attendance & Labs | * 10% | |
| 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 decision.
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.

Course Record

Developed by: _____
Instructor Name and Department (signature)

Date: _____

Revised by: _____
Instructor Name and Department (signature)

Date: _____

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

Start Date: _____



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Operations Management

Option:

Course Outline Part B

MKGT 1102

Essentials of Marketing

Effective Date

March, 1996

First Year Computer Systems

Taught to: Computer Systems Sets 14A-B-C-D-E-F-G-H

Instructor(s)

Mike Powley

Office No.: IBM 314

Phone: 432-8445

Office Hrs.: As posted on office doors

Text(s) and Equipment

Required:

Fundamentals of Marketing

7th Canadian Edition

Sommers, Barnes, Stanton

Publishers: McGraw Hill, Ryerson Ltd.

Recommended:

1. *Basic Marketing*
7th Canadian Edition
McCarthy, Shapiro, Perreault
Publishers: Irwin
2. *Canadian Marketing in Action*
Keith J. Tuckwell
Publishers: Prentice Hall
3. *Fundamentals of Marketing*
Reichman, Kurtz, Brown
Publishers: Holt Reinhart & Winston
4. *Marketing*
Kotler, Macdougall & Armstrong
Publishers: Prentice Hall

Course Notes (Policies and Procedures)

Plagiarism

In the face of clear evidence of plagiarism, both students in question shall receive a grade of zero.

Attendance Requirements

"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 examination."

| MARKETING 1102 — SCHEDULE — TERM 4 A | | | | |
|--------------------------------------|--|---|----------------------------------|-----------------------|
| Unit | Date | Lecture Topic | Lab Activity | Chapters |
| 1/2 | Mar. 18 to Mar. 22 | Introduction to the Marketing Environment and Planning | Exercise and Case Review | 1, 2, 3 |
| 3 | Mar. 25 to Mar. 29 | Market Segmentation, Positioning and Forecasting and Buyer Behavior | Exercise and Case Setup | 4, 5, 6 |
| 4 | Apr. 1 to Apr. 4 | Industrial Buyer Behavior, Introduction to Marketing Research; Quiz #1 NB: Good Friday Holiday – April 5 | Exercise and Case 1 Presentation | 7 & 8 |
| 5 | Apr. 9 to Apr. 12 | Introduction to Product Strategies in the Marketing Mix NB: Easter Monday Holiday – April 8 | Exercise and Case 2 Presentation | 9 & 10 |
| 6 | Apr. 15 to Apr. 19 | Product Branding/Packaging, etc. and Service "Product" Mix; Midterm (Chapters 1 to 10) | Exercise | 11 & 12 |
| 7 | Apr. 22 to Apr. 26 | Price — Introduction and Strategies — focus on demand orientated strategies | Exercise and Case 3 Presentation | 13 & 14 Appendix C |
| 8 | Apr. 29 to May 3 | Place/Distribution — Retail and Wholesale Strategies; Quiz #2 | Exercise and Case 4 Presentation | 15 to 17 |
| 9 | May 6 to May 10 | The Promotion Mix, Personal Selling and Advertising and Managing the Promotional Mix | Exercise and Case 5 Presentation | 18 to 20 |
| 10 | May 13 to May 17 | Planning and Controlling the Marketing Program and the Marketing Audit | Exercise | 23 |
| 11 | MAY 21 to MAY 24 — BCIT EXAM WEEK | | | |