



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
 School of Business
 Program: Marketing Management
 Course: Essentials of Marketing
 Taught to: Full Time Day School

MKTG
 Course Outline for: 1102

Date: Fall 2000

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

Instructor: Anne Marie Webb-Hughes

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Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday
Changes by	FSA	9:30 - 10:20	8:30 - 10:20	8:30 - 9:20	Off-campus
instructor	work	11:30 - 12:20			For
					Professional
					Development

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: Sept. 20th, Shinerama, Oct. 9th, Thanksgiving, Nov. 13th, Remembrance Day

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 time, passing the cumulative of the midterms and final exam, as well as successful completion of the course projects. Excessive absence will be deemed to be missing more than 2 lab hours for reasons within the student's control or for reason's not found as reasonable by the instructor (see course calendar for more details). Upon notification and failure to provide 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 Study Presentations	% 35
Other	% 10

Course Learning Outcomes

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

- Please see page five and six of this outline for weekly learning outcomes
- Please see page five and six for weekly reading assignments
- Please see learning outcomes of case study presentations attached to this outline
- Guidelines for skill development in oral and written presentations are covered as well on pages five through nine of this outline



Course: 1102

Course Record

Developed by: Anne Marie Webb-Hughes

Date: September, 1998

Instructor

Revised by: Above

Date: June 22, 2000

Instructor signature

Approved by: Mike Powley

Associate Dean signature

Mike Powley Sept 28/00
Date: September, 2000

Text(s) and Equipment Required:

Marketing, Second Canadian Edition, by Joel R. Evans, Barry Berman, and William J. Wellington

Prentice Hall Canada Inc. Publisher 1997

There is a student study guide for this course available at the bookstore, however it is not mandatory. The study material will be from the text and the cases used in class. Videos may be used depending on the course length each semester. The web – site address for this text and study guide can be found through www.phcanada.com

Reference or Recommended Material :

Marketing Magazine, Advertising Edge, Journals on Marketing

(all available in BCIT's library)

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 you to miss assignments, quizzes, tests, projects or exams. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).
- *Makeup Tests, Exams or Quizzes:* There will be no makeup tests, exams or quizzes. If you miss a test, exam or quiz, you 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

To be covered by the instructor of the course



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

Week/ Lecture Number	Material Covered	Ref/ Chpts	Outcomes (Learning Objectives)
1	lecture # 1 Thur/Sept. 7 th		Orientation to the course
2 Tuesday Sept. 12th	Marketing Defined The evolution of marketing and it's role in a changing world	1	To study the purpose and importance of marketing To explore the functions of marketing and it's role in a changing market place
2 Thursday Sept. 14th	The Environment in Which Marketing Operates	2	To study the controllable and uncontrollable factors of marketing and the role of the marketing manager
3 Tues Sept. 19 th Thurs Sept. 21st	Marketing Research What does it mean to the organization? The Final Consumer Understanding and Satisfying the demands of the Consumer through market segmentation	3/4	To explore the types of information gathering systems such as MIS and data base marketing, and their role in making marketing decisions To understand and appreciate the many segmentation factors that make up a target market To define a target market through Demographics, Geographics, Psychographics, and Consumer Buying Behavior
4 Tue/Sept. 26 th Thur/Sept. 28 th	The Final Consumer (finish) Organizational Consumers: The types of organizational buyers and nature of their buying behavior	4/5	To define organizational buyers, how they buy, and the influences on their buying behavior
5 Tues/Oct. 3rd Thur/Oct. 5th	Developing a Target Market Strategy	6	Taking a first look at the elements of a target market strategy, including: analyzing demand, determining the target market to focus on, positioning the company and it's products, outlining the appropriate mix, and sales forecasting

6 Tues/Oct. 10 th Thur/Oct. 12 th	Products and Services Planning Consumer versus Industrial Products Positioning and stage in the life cycle for products and services	7/8	To have a better understanding of the importance of planning a strategy for a company's products or services To see how a product's position in the mind of the consumer plays a vital role in the marketing of that product for both profit or non-profit driven organizations
7 Tues/Thur	Branding and Packaging New Product Planning	8/9	To understand the importance of branding and packaging strategies in the marketing of a product
8	Tuesday Oct 24 th Mid Term Quiz Review Thursday Oct 26 th Mid Term Quiz		Review of chapters 1-9
9 Tues/Oct. 31 st Thur/Nov. 2 nd	Distribution Planning and Physical Distribution	10/11	To understand the types of distribution channels and intermediaries used to move products and services and The types and functions of Wholesalers and Retailers to consider when planning your product's distribution strategies
10 Tues/Nov. 7 th	Promotional Planning Advertising / Public Relations And Sales Promotion	12/13	The importance and types of Promotions used in the communications strategy Learning the elements of the promotional mix
11 Tues/Nov. 14 th Thur/Nov. 16 th	Information based Marketing and Internet Marketing	14	Direct Marketing , Internet Marketing and the new world of E-commerce
12 Tues/Nov. 21 st Thur/Nov. 23 rd	Price Planning Strategies	15	Considerations in planning the pricing strategy for a product/company Pricing objectives, and types of pricing techniques used
13 Tues/Nov. 28 th Thurs/Nov. 30 th	The Marketing Plan Putting it all Together Final Exam Review	16/17	Analyzing the elements of the Marketing Plan to determine if they meet the goals of the company
14 Dec 4 th -8 th	FINAL EXAM WEEK	ALL	ALL CHAPTERS COVERED



CASE STUDY

Set Number

GROUPS	A Blue	B Green	C Yellow	D Red	E Orange
Case 1	Oral Presentation (10%) 20 Minutes	Written Report (8%) 4 Pages	Written Report (8%) 4 Pages	Critique (5%) 1 Page Summary per student	Mark (4%) 1 Page Summary per student
Date					
Case 2	Written Report (8%)	Oral Presentation (10%)	Written Report (8%)	Mark (4%)	Critique (5%)
Date					
Case 3	Critique (5%)	Mark (4%)	Oral Presentation (10%)	Written Report (8%)	Written Report (8%)
Date					
Case 4	Mark (4%)	Written Report (8%)	Critique (5%)	Oral Presentation (10%)	Written Report (8%)
Date					
Case 5	Written Report (8%)	Critique (5%)	Mark (4%)	Written Report (8%)	Oral Presentation (10%)
Date					

Your Group Name: _____

Members:

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

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

Every group has to make *one oral* presentation of the chosen case, write *two* four-page reports (these are *group reports*, not individual reports) on two other cases, *mark* a fourth case, and *critique* a fifth case. When marking and critiquing, each member of the group is to submit a one-page report showing the main problem and solution only. The written reports must be typed and in double space.



Oral / Written Presentations Case Discussion & Preparation Guide

Outline	Guide Questions
<p>Case Synopsis (only for oral)</p> <p>* A summary of the major events and facts</p>	<p>Familiarize yourself with the case by answering:</p> <ol style="list-style-type: none"> 1. What is the case generally about? 2. What are the main facts, characters & events?
<p>Problem Identification</p> <p>* Define the main problem in question form, or in one sentence</p>	<p>Diagnose the case problem by answering:</p> <ol style="list-style-type: none"> 1. What is the problem of the case? State clearly in a sentence, or in question form.
<p>Findings</p> <p>A. Outline facts relating to the problem "briefly".</p> <p>B. Make assumptions, if necessary.</p> <p>C. Research for more information which will throw light on the problem (library, industry, internet, etc..).</p>	<p>Analyze the case by answering:</p> <ol style="list-style-type: none"> 1. What data or research is needed to answer questions in the case? 2. What assumptions need to be made?
<p>Evaluation of Alternatives</p> <p>State three alternatives and evaluate the advantages and disadvantages of each alternative.</p> <ul style="list-style-type: none"> • For each alternative, state three advantages and 3 disadvantages. 	<p>Develop solutions and evaluate each by answering:</p> <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?
<p>Solution</p> <p>* State the chosen alternatives solution with a supporting argument.</p> <p>* Consider the cost of your recommendation(s)</p> <p>* State how you will implement the solution.</p>	<p>Make a decision by answering:</p> <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?
<p>Plan Of Action</p> <p>* List step-by-step how the chosen alternative solution would be implemented.</p>	<p>Plan the implementation of the solution by answering:</p> <ol style="list-style-type: none"> 1. How should the plan be implemented? 2. Who should implement the solution?
<p>Concepts Used from Course</p> <p>* List two or three major concepts used in the case study.</p>	<ol style="list-style-type: none"> 1. Which course concepts or research findings helped develop the case preparation?



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

COVER PAGE:

- * Name of case
- * Name of group members
- * Set Number and Group Colour
- * Course Number
- * Date of presentation

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

CONTENTS:

(see previous page)

- * Problem – state in one or two sentences, the **main** problem.
- * State facts in the case relating to the problem only
- * Any research information needed/ used?
- * Any assumptions necessary?
- * State *at least* three alternatives, three advantages and three disadvantages of each.
- * Solution and implementation (your plan of action to solve your problem)
- * Concepts used from the course
- * Identify under “Reference” or “Bibliography” research information sources used

Report must be typed 12 font, one and one-half or double spaced and the body limited to **four pages**.
(You may use Appendix where necessary)

Penalty for late submissions: 25% per working day – 0% if more than 2 days late

Mark Allocation for Case Studies

Oral Presentation	10% of grade
2 Written Reports (8 marks each)	16% of grade
Critiquing	5% of grade
Marking	4% of grade

No marks are given for missing oral presentations.

If a student did not show up for group meetings and did not contribute to the work, they can be excluded from presenting and will receive a 0% for this portion of the marks.



Guidelines for Marking the Oral Case Presentation 50% By Group, 50% By Instructor

Worth 4% of your mark

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Names of Group Being Marked (and colour) _____

Names of your Group marking (colour) _____

- No mark if an item is not covered
 - Give partial mark for each item covered; full mark only for exceptionally good coverage.
 - Explain why you gave the mark
- /2 Problem clearly identified and stated in sentence or question form?
- /2 Facts relevant to the problem outlined, and assumptions made where necessary?
- Evidence of secondary or primary research and quality of research used in solving the problem?
- /6 At least three alternatives discussed with three advantages and three disadvantages of each?
- /2 Does the proposed **solution and action plan** solve the problem **they identified** satisfactorily?
- /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?
- /20 Marks awarded. (Your marks count for 50% of marks awarded to the group)

For Each Item:

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



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 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?

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 evidenced was shown in the discussion?
5. Were three 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(s) 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.

Critiquing Sheet
Worth 5 % of your mark

Group Being Critiqued: (Names and Colour)

Group Critiquing : (Names and Colour)

**Comment on each of the 7 steps outlined. Use the format given :
Attach your one-page reports to this paper and submit together at the end of the lab**

Case Study Time Table / Marketing 1102 / Fall 2000

<i>WEEK of :</i>	Labs	Group
2) Sept. 11 th	Orientation / Groups chosen Test Case Study discussed	ALL
3) Sept. 18 th	All students to be prepared to do a trial - run on Test Case (ie.. be prepared to present with your group)	ALL
4) Sept. 25 th	No booked lab - Groups to prepare for "First" Case Presentation ps.. I will be in the class rooms in case you need help	"off"
5) Oct. 2 nd	Case #1 Presentation	Blue
6) Oct. 9 th	Use Lab for Group Work Case #2	"off"
7) Oct. 16 th	Case #2 Presentation	Green
8) Oct. 23 rd	Use Lab for Group Work Case#3	"off"
9) Oct. 30 th	Case #3 Presentation	Yellow
10) Nov. 6 th	Use Lab for Group Work Case #4	"off"
11) Nov. 13 th	Case #4 Presentation	Red
12) Nov. 20 th	Use Lab for Group Work Case #5	"off"
13) Nov. 27 th	Case #5 Presentation	Orange
¹⁴⁾ Dec 4 th	Final Exams Week	