



RECEIVED  
OCT 01 1998

IN: REF. DEPT. LIBRARY

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Financial Management

Course: Essentials of Marketing

Taught to: Full Time Day School

Course Outline for: 1102

Date: Fall 1998

---

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

---

Instructor: PETER MITCHELL

Office No: SE6 312

Phone: 451-6767

E-mail:

Fax: 439 - 6700

---

Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday
Changes by	10:30 - 11:20	9:30 - 10:20	9:30 - 11:30	Classes all day	Off-campus
instructor	1:30 - 2:20				

---

Prerequisites : Admission to BCIT

---

#### Course Description and Goals:

THE PRIMARY OBJECTIVE OF THE COURSE IS TO COMMUNICATE THE KEY ELEMENTS OF THE MARKETING CONCEPT AS IT APPLIES TO BUSINESS ORGANIZATIONS. THIS WILL PROVIDE FINANCIAL MANAGEMENT STUDENTS WITH AN APPRECIATION FOR THE INTERRELATIONSHIPS OF STRATEGIC MARKETING PLANNING AND FINANCIAL MANAGEMENT OF THE ENTERPRISE.

LECTURES ( TWO PER WEEK ) WILL BUILD A SOLID BASE OF MARKETING FUNDAMENTALS. LABS ( ONE PER WEEK ) WILL PROVIDE AN OPPORTUNITY FOR APPLYING THIS KNOWLEDGE THROUGH CASES BASED ON DIFFERENT COMPANY MARKETING PROBLEMS.

THE LABS WILL FURTHER PROVIDE FOR PERSONAL GROWTH THROUGH GROUP PREPARATION, PRESENTATION, DOCUMENTATION AND CRITIQUING OF THESE CASES. THIS ASPECT OF THE COURSE IS DESIGNED TO BUILD WRITTEN AND ORAL COMMUNICATION SKILLS SO NECESSARY IN BUSINESS TODAY. EACH CASE WILL BE MARKED FOR CONTENT AND DELIVERY AND CONSTITUTES A SIGNIFICANT ( 35% ) PORTION OF THE COURSE MARKS.

NOTE: KEY DATES FOR THE FALL TERM ARE: SEPTEMBER 16 - SHINERAMA, SEPTEMBER 23 - TIDBALL LEADERSHIP SERIES - 5:00 P.M AT THE WILLINGDON CONFERENCE CENTRE (WILLINGDON CHURCH) 4812 WILLINGDON AVE., OCTOBER 12 - THANKSGIVING, OCTOBER 15 - MID TERM EXAM, NOVEMBER 11 - 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 labs for reasons within the student's control. Upon notification and failure to provide acceptable explanation, the student will be disqualified from writing the Final Exam.*

Final Examination	% 30
Midterm Test	% 25
Case Study Presentation	% 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:	<u>George Jacob</u>	Date:	<u>September, 1997</u>
	<u>Instructor</u>		
Revised by:	<u>Anne Marie Neilson</u>	Date:	<u>August, 1998</u>
	<u>Instructor signature</u>		
Approved by:	<u>Mike Powley</u>	Date:	<u>September, 1998</u>
	<u>Associate Dean signature</u>		

---

**Text(s) and Equipment Required:**

**Marketing, 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](http://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:* Lab 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.

<b>Week/ Lecture Number</b>	<b>Material Covered</b>	<b>Ref/ Chpts</b>	<b>Outcomes ( Learning Objectives )</b>
<b>1</b>  lecture # 1  Thur/Sept. 10	<b>Orientation to the course</b>  <b>Marketing Defined</b>  <b>The evolution of marketing and it's role in a changing world</b>	<b>1</b>	<b>To study the purpose and importance of marketing</b>  <b>To explore the functions of marketing and it's role in a changing market place</b>
<b>2</b>  Mon/Sept. 14  Thur/Sept.17	<b>The Environment in Which Marketing Operates</b>  <b>Global and Ethical issues of today's Marketing Environment</b>	<b>2</b>  <b>5 &amp; 6</b>	<b>To study the controllable and uncontrollable factors of marketing and the role of the marketing manager</b>  <b>To broaden the student's marketing scope</b>  <b>To take a deeper look at ethics, consumerism, social responsibilities and global opportunities in marketing</b>
<b>3</b>  Mon/Sept 21  Thur/Sept. 24	<b>Marketing Research and the Strategic Marketing Plan</b>  <b>What does it mean to the organization?</b> <b>How is it devised? How is it evaluated?</b>	<b>3 &amp; 4</b>	<b>To explore the types of information gathering systems such as MIS and data base marketing, and their role in making marketing decisions</b>  <b>To become familiar with an organization's strategic planning process by exploring the mission statement, marketing objectives, situation analysis, marketing strategy, tactics and analysis of results</b>
<b>4</b>  Mon/Sept. 28  Thur/Oct. 1	<b>Consumer Analysis:</b>  <b>Understanding and Satisfying the demands of the Consumer through market segmentation</b>	<b>7 &amp; 8</b>	<b>To understand and appreciate the many segmentation factors that make up a target market</b>  <b>To define a target market through Demographics, Geographics, Psychographics, and Consumer Buying Behavior</b>
<b>5</b>  Mon/Oct. 5  Thur/Oct.8	<b>Organizational Consumers:</b>  <b>The types of organizational buyers and nature of their buying behavior</b>  <b>Developing a Target Market Strategy</b>	<b>9 &amp; 10</b>	<b>To define organizational buyers, how they buy, and the influences on their buying behavior</b>  <b>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</b>

<b>6</b> <b>Mon/Oct. 12</b> <b>Thur/Oct.15</b>	<b>Thanksgiving - school closed</b> <b>Mid Term Quiz</b>		<b>Review of chapters 1 – 10</b>
<b>7</b> <b>Mon/Oct. 19</b> <b>Thur/Oct. 22</b>	<b>Products and Services Planning</b> <b>Consumer versus Industrial Products</b> <b>Positioning and stage in the life cycle for products and services</b>	<b>11&amp;12</b>	<b>To have a better understanding of the importance of planning a strategy for a company's products or services</b> <b>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</b>
<b>8</b> <b>Mon/Oct.26</b> <b>Thur/Oct.29</b>	<b>Branding and Packaging</b> <b>Distribution Planning</b>	<b>14 &amp; 15</b>	<b>To understand the importance of branding and packaging strategies in the marketing of a product</b> <b>To understand the types of distribution channels and intermediaries used to move products and services</b>
<b>9</b> <b>Mon/Nov.2</b> <b>Thur/Nov.5</b>	<b>Wholesaling</b> <b>Retailing</b>	<b>16 &amp; 17</b>	<b>The types and functions of Wholesalers and Retailers to consider when planning your product's distribution strategies</b>
<b>10</b> <b>Mon/Nov. 9</b> <b>Thur/Nov.12</b>	<b>Promotional Planning</b> <b>Advertising / Public Relations and Direct Marketing</b>	<b>18 &amp; 19</b>	<b>The importance and types of Promotions used in the communications strategy</b> <b>Learning the elements of the promotional mix</b>
<b>11</b> <b>Mon/Nov. 16</b> <b>Thir/Nov.19</b>	<b>Personal Selling</b> <b>and Sales Promotion</b>	<b>20</b>	<b>Outlining the selling strategy, setting objectives and selecting sales tasks</b> <b>Selecting the types of Sales Promotion to be used</b>
<b>12</b> <b>Mon/Nov.23</b> <b>Thur/Nov.26</b>	<b>Price Planning Strategies</b>	<b>21 &amp; 22</b>	<b>Considerations in planning the pricing strategy for a product/company</b> <b>Pricing objectives, and types of pricing techniques used</b>
<b>13</b> <b>Mon/Nov 30</b> <b>Thur/Dec.3rd</b>	<b>The Marketing Plan Putting it all Together</b> <b>Final Exam Review</b>	<b>23</b>	<b>Analyzing the elements of the Marketing Plan to determine if they meet the goals of the company</b>



CASE STUDY

Set Number

GROUPS	A	B	C	D	E
<b>Case 1</b>  <b>Date</b>	Oral Presentation (10%) 20 – 30 Minutes	Written Report (8%) 4 Pages	Written Report (8%) 4 Pages	Critique (5%) 1 Page Summary	Mark (4%) 1 Page Summary
<b>Case 2</b>  <b>Date</b>	Written Report (8%)	Oral Presentation (10%)	Written Report (8%)	Mark (4%)	Critique (5%)
<b>Case 3</b>  <b>Date</b>	Critique (5%)	Mark (4%)	Oral Presentation (10%)	Written Report (8%)	Written Report (8%)
<b>Case 4</b>  <b>Date</b>	Mark (4%)	Written Report (8%)	Critique (5%)	Oral Presentation (10%)	Written Report (8%)
<b>Case 5</b>  <b>Date</b>	Written Report (8%)	Critique (5%)	Mark (4%)	Written Report (8%)	Oral Presentation (10%)

Your Group Name: \_\_\_\_\_

Members:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

For your group's assignment, read downwards. 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 report 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"> <li>1. What is the case generally about?</li> <li>2. What are the main facts, characters &amp; events?</li> </ol>
<p>Problem Identification</p> <p>* Define the main problem in question form, in one sentence</p>	<p>Diagnose the case problem by answering:</p> <ol style="list-style-type: none"> <li>1. What is the problem of the case? State clearly in a sentence, in question form.</li> </ol>
<p>Findings</p> <p>A. Outline facts relating to the problem. B. Make assumptions, if necessary. C. Research for more information which will throw light on the problem (library, industry).</p>	<p>Analyze the case by answering:</p> <ol style="list-style-type: none"> <li>1. What data or research is needed to answer questions in the case.</li> <li>2. What assumptions need to be made?</li> </ol>
<p>Evaluation of Alternatives</p> <ul style="list-style-type: none"> <li>• State three alternatives and evaluate the advantages and disadvantages of each alternative.</li> <li>• For each alternative, state three advantages and 3 disadvantages.</li> </ul>	<p>Develop solutions and evaluate each by answering:</p> <ol style="list-style-type: none"> <li>1. What are the realistic, independent, mutually exclusive alternative solutions to the problem?</li> <li>2. What are the expected consequences of these alternative solutions?</li> <li>3. What are their advantages and disadvantages?</li> </ol>
<p>Solution</p> <p>* State the chosen alternatives solution with a supporting argument. * Consider the cost of your recommendation(s) * State how you will implement the solution.</p>	<p>Make a decision by answering:</p> <ol style="list-style-type: none"> <li>1. How do the alternative solutions compare in terms of their advantages and disadvantages.</li> <li>2. Which of the alternative solutions seems best?</li> </ol>
<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"> <li>1. How should the plan be implemented?</li> <li>2. Who should implement the solution?</li> </ol>
<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"> <li>1. Which course concepts or research findings helped develop the case preparation?</li> </ol>





Course Outline

**MKTG 1102 Essentials Of Marketing Case Study – Written Report**

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
- \* 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, in question form.
- \* State facts in the case relating to the problem only
- \* Any research information needed/ used?
- \* Any assumptions necessary?
- \* State at least three alternatives, and three advantages and three disadvantages of each.
- \* Solution and implementation
- \* Concepts used from the course
- \* Identify under "Reference" or "Bibliography" research information sources used

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

Penalty for late submissions: 25% per working day

***Mark Allocation For Case Studies***

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

No marks are given for missing oral presentations. Major reports (4 pages) will lose 50% of marks if late.



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

MKTG 1102 Essentials Of Marketing

---

- No mark if an item is not covered
  - Give partial mark for each item covered; full mark only for **exceptionally good** coverage.
- /2 Problem clearly identified and stated in question form?
- /2 Facts relevant to the problem outlined, and assumptions made where necessary?
- /5 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 solve the problem stated 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 %

### *Critique: Presentation*

**REMARKS**

**DONE WELL**

**NEEDS IMPROVEMENT**



## 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?
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 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.



**LAB SCHEDULE**  
**September – December 1998**

Weeks 1 and 2 Sept. 7 – 11 Sept. 14 – 18	Introduction to groups Explain the Case Method of Presentation / Hand out case example Explain the Social Skills contract assignment
Week 3 Sept. 21 - 25	Hand in social skills contracts Case Rehearsal - Charlie's Laundry Case Rehearsal discussion and preparation for first case presentation
Week 4 Sept. 28 – Oct. 2	Group meeting and preparation of case #1
Week 5 Oct. 5 - 9	Case # 1 presentation
Week 6 Oct. 12 – 16	Group meeting and preparation of case #2
Week 7 Oct. 19 – 23	Case #2 presentation
Week 8 Oct. 26 – 30	Group meeting and preparation of case #3
Week 9 Nov. 2 – 6	Case # 3 presentation
Week 10 Nov. 9 – 13	Group meeting and preparation of case #4
Week 11 Nov. 16 – 20	Case # 4 presentation
Week 12 Nov. 23 – 27	Group meeting and preparation of case #5
Week 13 Nov. 30 – Dec. 4	Case # 5 presentation
Week 14 Dec. 7 – 11	Exam week - no labs

**Note:** On Wednesday Sept. 16<sup>th</sup> ( Shinerama ), October 12<sup>th</sup>, ( Thanksgiving ), and November 11<sup>th</sup>, ( Remembrance day ) there are no labs and no presentations planned - however you are still responsible for your case preparation time . Discuss this with your group and set up alternatives . If you need to discuss the cases with your lab instructors please set up an appointment to see her / him during posted office hours.