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Course Outline **Part A**

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Business

Program: **Part Time Studies**

Option: **Marketing Management**

**MKTG 1102**

**Essentials of Marketing**

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Hours/Week:	3	Total Hours:	36	Term/Level:	199930
Lecture:	2	Total Weeks:	12	Credits:	3
Lab:	1				

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**Prerequisites**

NONE

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**Course Objectives**

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 organisation or service.

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

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**Evaluation**

Final Exam	35%
Mid-term	25%
*Cases	20%
*Project	15%
Peer Evaluation	<u>5%</u>
TOTAL	100%

\*The marks for cases and the project are at the discretion of the individual instructor.

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**ATTENDANCE:**

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

## Course Summary

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. Prepare the components of a basic marketing plan.
  4. Investigate marketing research:
    - a. Describe how marketing research information aids in decision making and risk reduction.
    - b. Demonstrate a familiarity with secondary resources used in marketing decision.
    - c. Explain how to use research methods in developing marketing strategies.
  5. Explain the consumer buying process and the multiple influences on consumer buying behaviour.
  6. Use a step by step analysis to identify target markets through marketing segmentation.
  7. Explain key product concepts: product differentiation, positioning, branding, and the new product development process.
  8. Investigate various promotional channels: advertising, sales promotion, direct marketing, personal selling, public relations, and publicity.
  9. Explain different pricing methods and factors that can be used to set prices.
  10. Choose the most effective distribution channel for moving a product through the distribution system.
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## Course Record

Developed by:	<u>Marketing Management</u>	Date:	<u>July 1999</u>
	<u>Department</u>		
Revised by:	<u>Dave Westcott</u>	Date:	<u>September 1999</u>
	<u>Instructor</u>		



BRITISH COLUMBIA INSTITUTE OF  
TECHNOLOGY

Course Outline **Part B**

Business

Program: **Part Time Studies**

Option: **Marketing Management**

**MKTG 1102**  
**Essentials of Marketing**

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**Effective Date**

September 1999

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**Instructor**

Dave Westcott

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**Required Text(s) and Equipment**

MARKETING ESSENTIALS by Evans, Berman & Wellington,  
Publisher: Prentice Hall

**Reference Texts & Recommended Equipment**

Essentials of Marketing - McCarthy, Shapiro & Perreault - Irwin Publishers

Canadian Marketing in Action - Tuckwell - Prentice Hall

Marketing - Kotler, MacDougall & Armstrong - Prentice Hall

Canadian Marketing Cases & Exercises - McGraw-Hill Ryerson

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**COURSE NOTES (Policies and Procedures)**

**ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.**

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

**CHEATING, PLAGIARISM AND DISHONESTY:** "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

**ASSIGNMENTS:** Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

**CLASS CONDUCT:** Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave.

**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.

Class Schedule  
(Subject to Change)

WEEK	MON	LECTURE	Chapters	LAB
1	Sept. 13	Introduction Marketing in a Contemporary Society Marketing Environment	1,2	Charlie's Laundry
2	Sept. 20	Information for Marketing Decisions	3	Prep Case 1
3	Sept. 27	Consumer Behavior & Organizational Consumers	4,5	Case 1
4	Oct. 4	Developing a Target Market Strategy	6	Prep Case 2
	Oct. 11	Thanksgiving		
5	Oct. 18	Basic Concepts in Product Planning	7	Case 2
6	Oct. 25	<b>Mid-Term Exam</b> Conceiving, Developing & Managing Products	8	
7	Nov. 1	Distribution Planning	9,10	Prep Case 3
8	Nov. 8	Promotion Planning & Personal Selling	11	Case 3
9	Nov. 15	Advertising, Public Relations & Sales Promotion	12	Prep Case 4
10	Nov. 22	Price Planning & Strategy	13	Case 4
11	Nov. 29	Marketing Management (Peer Evaluation due)	14,15	Project Presentation
12	Dec. 6	<b>Final Exam</b>		

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### Lab Details

**Cases:** The class will be divided up into four groups for the term. Four cases will be analyzed as follows:

GROUPS	A	B	C	D
Case 1	Present	Write	Critique	Write
	6%	5%	4%	5%
Case 2	Write	Critique	Write	Present
	5%	4%	5%	6%
Case 3	Critique	Write	Present	Write
	4%	5%	6%	5%
Case 4	Write	Present	Write	Critique
	5%	6%	5%	4%
<b>TOTAL</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>

As shown, each group will present one case, submit a written report for two cases, and will critique another group's presentation, with the corresponding marks available.

The oral presentation will involve each member of the group and will be 20 minutes in duration, more or less. It is to be a "formal" presentation, with the exact format up to each group. Business dress is recommended. The use of visual aids is up to the discretion of the group. Marks will be awarded both for presentation skills and content.

The written report is to be submitted at the beginning of the lab period in which the same case is being presented. It is not meant to be an exhaustive treatise, but rather a short, concise formal business report. Use standard business report guidelines, including cover page and table of contents. Report must be printed and should be no more than 5 pages or so.

The critiquing group will observe the oral presentation and, after discussing their suggestions with each other, will present their observations to the class, along with their written comments to the presenting group. This critiquing group will be marked on their critiquing! It should be obvious that, in order to critique the presentation, it will be necessary to have studied the case being discussed and have come up with some possible solutions. If you don't understand the situation, then you won't know what to look for. Thus it can be seen that all groups will find it necessary to understand and analyze each case, not just those which they are presenting or writing.

### **Case Discussion and Preparation Suggestions:**

Case Synopsis - a summary of the major events and facts

What is the case generally about?

What is the environment?

Problem Identification - define the problem, perhaps in question form

Findings - outline the facts, make assumptions, perform any necessary research

Evaluation of Alternatives - state two or more alternatives to the problem

What alternatives are realistic?

What are the expected consequences of these alternative solutions?

What are their advantages and disadvantages?

Solution - state the chosen solution with your supporting argument (also considering the cost).

Which alternative is best?

Plan of Action - list step-by-step how the chosen alternative solution would be implemented

Who should do it?

Concepts Used from the Course - list the course material and concepts used in the case study.

**Project:** Each group will choose three Internet sites and, using your professional marketing knowledge, analyze their effectiveness as a marketing tool for the sponsoring company or organization. What's good and what's not so good? What recommendations would you make?

It is recommended that you choose 3 different types of sites, such as a corporate site offering ideas, goods and/or services, a not-for-profit organization's site, and an individual's site offering ideas, goods and/or services.

After your research and analysis, on November 29, 1999 each group will present a brief oral report to the class and hand in a brief written report to the instructor.

Oral Presentation	5%
<u>Written Report</u>	<u>10%</u>
Total Project	15%

**Peer Evaluation:** Each member of the group will evaluate the contribution and participation of each of the other members of his/her group using the form provided. This confidential evaluation will be due on November 29, 1999, and is worth 5% of the year's mark.



## CRITIQUING THE ORAL PRESENTATION

Presenting Group \_\_\_\_\_

Critiquing Group \_\_\_\_\_

A critique is the art of evaluating or analyzing with **knowledge** and **propriety**. It is not simply an act of negative criticism, but an evaluation of both the **positive** and **negative** aspects of the presentation.

In order to properly critique the case presentation, the critiquing group must first be very familiar with the case. In other words, the group must have its own synopsis, problem identification, analysis, alternatives and solution. (Please note that there is no one "right" solution, therefore, the presenting group might very well, and probably will, have alternatives and a solution which may be different from yours, but if you have not properly analyzed the case yourself, then you are not sufficiently prepared to know what you are looking for.) Without such preparation, it is not possible to skillfully critique the presentation.

You will be focussing on:

1. Synopsis: Is the situation clearly understood and presented? Were logical assumptions made?
2. Has the group clearly identified the main problem of the case? Is it relevant? Is it precise/vague? Is it supported by the facts in the case?
3. Did the group present any research findings? Any evidence used in solving the problem?
4. Were two or more alternatives discussed with the advantages and disadvantages of each?
5. Quality of solution proposed? Does it solve the problem?
6. Realistic plan of action?
7. Were any marketing concepts from the course applied?
8. How was the over-all presentation? Voice, visual-aids, posture, format, etc.

**Remarks:** (This remarks section is to be filled in by each student who is critiquing.)