



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **Part Time Studies**Option: **Marketing Management****MKTG 1102****Essentials of Marketing**

Hours/Week:	3	Total Hours:	36	Term/Level:	199920
Lecture:	3	Total Weeks:	12	Credits:	3

Prerequisites

NONE

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 organization 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.

Evaluation

Final Exam	40%
Mid-term	30%
Assignments	15%
Attendance & Participation	<u>15%</u>
TOTAL	100%

The marks for projects, attendance and participation are at the discretion of the individual instructor. The nature of the assignments and breakdown of marks will be provided by the instructor at the beginning of the first session.

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. Explain the need for overall strategic business planning.
 4. Prepare the components of a basic marketing plan.
 5. 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.
 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 marketing segmentation. product development process.
 8. Explain key product concepts: product differentiation, positioning, branding, and the new product development process.
 9. Investigate various promotional channels: advertising, sales promotion, direct marketing, personal selling, public relations, and 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.
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Course Record

Developed by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Revised by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Approved by:	_____	Start Date:	_____
	Associate Dean (signature)		



BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY

Course Outline **Part B**

Business

Program: **Part Time Studies**

Option: **Marketing Management**

MKTG 1102
Essentials of Marketing

Effective Date

April 1999

Instructor(s)

Ray Harvey

Office No.:

Office Hours:

Phone:

Required Text(s) and Equipment

FOUNDATIONS OF MARKETING by Beckman, Kurtz & Boone
(6th Edition) Publisher: Harcourt Brace & Co. / Publishers

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

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 and their behaviour will be reported to their program head.

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.

Session	Outcome/Material Covered	Reference/ Reading (Chapters)
1	The Nature of Marketing The Environment for Marketing Decisions	1 2
2	Market Segmentation The Marketing Segmentation Process	3 4
3	Obtaining Data for Marketing Decision	5
4	Consumer Behavior Industrial Buying Behavior Start Product Strategy	7 8 9
5	Product Strategy (con't) Services Product Management	9 10
6	Mid Term Price Determination	11
7	Managing the Pricing Function Complete Pricing	12 13
8	Channel and Distribution Strategy Wholesaling Retailing	14 15 16
9	Marketing Communications Strategy Marketing Communications – Advertising & Publicity	17 18
10	Marketing Communications – Sales Promotion, Public Relations, Personnel Selling Direct Marketing Marketing Planning	18 6
11	FINAL EXAM	

Chapters 19 – 20 – 21 WILL NOT BE COVERED