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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

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

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<b>Hours/Week:</b>	36	<b>Total Hours:</b>	36	<b>Term/Level:</b>	199920
<b>Lecture:</b>		<b>Total Weeks:</b>	1	<b>Credits:</b>	3

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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 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.

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**Evaluation**

Final Exam	40%
Quizzes (3)	40%
Assignments	15%
Attendance & Participation	5%
<b>TOTAL</b>	<b>100%</b>

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.

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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. 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
  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:	<u>Morie Shacker</u> Instructor Name and Department (signature)	Date:	<u>May 13, 1999</u>
Revised by:	<u>Morie Shacker</u> Instructor Name and Department (signature)	Date:	<u>May 13, 1999</u>
Approved by:	<u>Associate Dean</u> (signature)	Start Date:	<u></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**

April 1999

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**Instructor(s)**

Morie Shacker

Office No.:

Office Hours:

Phone: 432-8572

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**Required Text(s) and Equipment**

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

**PREREADING: First 3 Chapters**

**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 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.

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Session	Outcome/Material Covered	Reference/ Reading (Chapters)
1	The Nature of Marketing	1
	The Environment for Marketing Decisions	2
	Market Segmentation	3
	The Marketing Segmentation Process	4
	Obtaining Data for Marketing Decision	5
2	Quiz of #1 - 10%	
	Product Strategy	9
	Product Management	10
	Services	11
	In class Assignment #2 - 5%	
3	Quiz of #2 - 15%	
	Channel and Distribution Strategy	14
	Wholesaling	15
	Retailing	16
	In class Assignment #3 - 5%	
4	Quiz of #3 - 15%	
	Marketing Communications Strategy	17
	Advertising & Publicity	18
	Sales Promotion - Selling	
	In class Assignment #4 - 5%	
5	Price Determination	12
	Managing the Pricing Function	13
	Marketing Planning	6
	Final Exam (open book – case study) - 40%	

**Chapters 7, 8, 19, 20 & 21 WILL NOT BE COVERED IN THIS CLASS.**