

OCT 28 2003



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
School of Business
Program: Part Time Studies
Option: Marketing Management

Course Outline for:
MKTG 1102
ESSENTIALS OF MARKETING

Date: April 1999

Hours/Week:	6	Total Hours:	36	Term/Level:	199920
Lecture:	3	Total Weeks:	6	Credits:	3
Lab:					
Other:					

Instructor: Rick Kroetsch

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Office Hours as posted outside of office door

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.

Text(s) and Equipment

Required: FOUNDATIONS OF MARKETING - Beckman, Kurtz & Boone
6th Canadian Edition 1997 Harcourt Brace & Company Canada, Ltd.

Evaluation

Final Examination	30	%
Quiz #1	20	%
Quiz #2	20	%
Case Study	20	%
Attendance and Participation	10	%
TOTAL	100	%

Course Learning Outcomes:

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

- Apply the marketing concept and the components of the marketing mix in evaluating a marketing plan.
- Recognize the non-controllable elements of the marketing environment and how they impact upon the marketing program.
- Explain the need for overall strategic business planning.
- Prepare the components of a basic marketing plan.
- Investigate marketing research
- Describe how marketing research information aids in decision making and risk reduction.
- Demonstrate a familiarity with primary and secondary resources used in marketing decisions
- Explain the consumer buying process and the multiple influences on consumer buying behaviour.
- Use a step-by-step analysis to identify target markets through market segmentation.
- Explain key product concepts: product differentiation, positioning, branding and new product development process.
- Investigate various promotional channels: advertising, sales promotion, direct marketing, personal selling, public relations, and publicity.
- Explain different pricing methods and factors that can be used to set prices.
- Choose the most effective distribution channel for moving a product through the distribution system.

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.)



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

SCHEDULE

Session	Date	Outcome/Material Covered	Reference/ Reading (Chapters)
1	April 17	The Nature of Marketing The Environment for Marketing Decisions Market Segmentation The Marketing Segmentation Process	1 2 3 4
2	April 24	Obtaining Data for Marketing Decision Consumer Behavior Industrial Buying Behaviour	5 7 8
3	May 1	QUIZ #1 Product Strategy Product Management Services	9 10 11
4	May 8	Price Determination Managing the Pricing Function Channel and Distribution Strategy Wholesaling	12 13 14 15
5	May 15	QUIZ #2 CASE STUDY DUE Retailing Marketing Communications Strategy Marketing Communications – Advertising & Publicity, Sales Promotion, Public Relations	16 17 18
6	May 22	Marketing Communications – Personal Selling, Direct Marketing Marketing Planning FINAL EXAM	18 (con't) 6

Chapters 19 – 20 – 21 WILL NOT BE COVERED IN THE COURSE BUT STUDENTS WILL BE EXPECTED TO READ THEM ON THEIR OWN.