



Course Outline

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit:

Program: Financial Management

Option: Level 1

OCT 13 1999
Marketing 1102

Start Date: Thursday, Sept. 9th

End Date: Monday, Nov. 29th

Course
Credits:3

Term/Level:1

Total Hours:45

Total Weeks:15

Hours/Week: 3 Lecture:2

Lab:1

Shop:

Seminar:

Other:

Prerequisites

is a Prerequisite for:

Course No. Course Name

Course No. Course Name

Admission to
BCIT

Course Calendar Description

Provides an overview of the marketing concept and how it can be applied to any type of organization or service. Material includes the controllable and uncontrollable elements of marketing, strategy planning, market characteristics, marketing research techniques, market segmentation and target market selection

Course 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 marketing students with an appreciation for the relationship between strategic market planning and the financial management of the enterprise.

Note: dates to remember this fall are: Shinerama Sept. 22nd, Thanksgiving Oct. 11th, Mid Term Thurs. Oct. 21st, Remembrance Day Nov. 11th, TBC – George Tidball Series speaker end of Sept.

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 lab hours** for reasons within the student's control or for reasons not found as reasonable by the instructor (see course calendar for more details). Upon notification and failure to provide acceptable explanation, the student will be disqualified from writing the Final Exam. **NOTE: Failure to achieve 50% on the combined exams** will result in a 0% for all projects, as well as failure of the course in total.

Final Exam	30%
Midterm Test	35%
Case Study Presentation	35%
Industry Report	10%
TOTAL	100%

Course Learning Outcomes/Competencies

- Please see page five and six of this outline for weekly learning outcomes and reading assignments
- Please see learning outcomes of case study presentations attached to this outline

Course Content Verification

I verify that the content of this course outline is current, accurate, and complies with BCIT Policy.

Program Head/Chief Instructor

Date



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
Operating Unit: School of Business
Program: Financial Management
Option:

Course Number: MKTG 1102

Course Name: Essentials of
Marketing

Instructor(s)	Steve Turnbull	Rob Duncan	Gary Bailly
	Office No.: SE6-340		Office
	Office Hrs.: As posted		Phone: 451-6938
			E-mail Address: sturnbul@bcit.ca

Learning Resources

Required:

Marketing, Canadian Ed, Joel R. Evans, Barry Berman, and William J. Wellington

Recommended:

Marketing Magazine, Advertising Edge, Journals of Marketing (All in BCIT Library)

BCIT Policy Information for Students

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/Lectures:** Attendance is mandatory. Lab exercises are due at the end of the lab period.



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit:

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Assignment Details

To be covered by the instructor of the course

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

Week/ Lecture Number	Material Covered	Ref/ Chapters	Outcomes (Learning Objectives)
1 Sept. 10th	Orientation to the course		
2 Mon/Sept. 13	Marketing Defined The evolution of marketing and it's role in a changing world	1	To study the purpose and importance of marketing To explore the functions of marketing and it's role in a changing market place
Thur/Sept. 16	The Environment in which Marketing Operates	2	To study the controllable and uncontrollable factors of marketing and the role of the marketing manager
3 Mon/Sept. 20	Global and Ethical issues of today's Marketing Environment	5 & 6	To broaden the student's marketing scope To take a deeper look at ethics, consumerism, social responsibilities and global opportunities in marketing
4 Mon/Sept. 27	Marketing Research and the Strategic Marketing Plan	3 & 4	To explore the types of information gathering systems such as MIS and data base marketing, and their role in making marketing decisions
Thur/Sept. 30	What does it mean to the organization? How is it devised? How is it evaluated?		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
5 Mon/Oct. 4	Consumer Analysis	7 & 8	To understand and appreciate the many segmentation factors that make up a target market
Thur/Oct. 7	Understanding and satisfying the demands of the consumer through market segmentation		To define a target market through demographics, geographics, psychographics, and consumer buying behavior
6 Mon/Oct. 11	Organizational Consumers:	9 & 10	To define organizational buyers, how they buy, and the influences on their buying behavior
Thur/Oct. 14	The types of organizational buyers and nature of their buying behavior Developing a target market strategy		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

7 Mon/Oct. 18	Midterm Quiz Review		Review of first 6 weeks
Thur/Oct 21	Midterm Quiz		
8 Mon/Oct 25	Products and Services Planning Consumer versus Industrial Products Positioning and stage in the life cycle for products and services	11 & 12	To have a better understanding of the importance of planning a strategy for a company's products or services 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 organizations
9 Mon/Nov.1	Branding and Packaging	14 & 15	To understand the importance of branding and packaging strategies in the marketing of a product To understand the types of distribution channels and intermediaries used to move products and services
Thur/Nov 4	Distribution Planning		
10 Mon/Nov 8	Wholesaling/Retailing NOTE: Thursday is Remembrance Day	16 & 17	The types and functions of Wholesalers and Retailers to consider when planning your product's distribution strategies
11 Mon/Nov 15	Promotional Planning Advertising/Public Relations/Direct Marketing/Sales Promotion	18, 19 & 20	The importance and types of Promotions used in the communications strategy Learning the elements of the promotional mix
Thur/Nov 18			
12 Mon/Nov 22	Price Planning Strategies	21 & 22	Considerations in planning the pricing strategy for a product/company Pricing objectives, and types of pricing techniques used
Thur/Nov 25			
13 Mon/Nov 29	The Marketing Plan -- Putting it all together	23	Analyzing the elements of the Marketing Plan to determine if they meet the goals of the company
Thur/Dec 2	Final Exam Review		
14 Dec 6-10	FINAL EXAM WEEK	ALL	ALL CHAPTERS COVERED

CASE STUDY 4-2

Will Twenty-somethings Buy Levi's Dockers?

Levi Strauss is in the midst of a major advertising campaign for its Dockers pants. Dockers is currently the best-selling brand of men's pants in the world, with over \$1 billion in annual wholesale sales. Of Levi Strauss' total advertising budget, about one-quarter is spent on Dockers.

As an addition to its traditional Dockers line of khaki slacks, Levi's recently introduced a new high-fashion khaki line called Dockers Authentics. A cross between khakis and jeans, Dockers Authentics sell for U.S.\$45 to \$48 (versus U.S.\$35 for Levi's regular khakis). Levi Strauss is targeting Dockers Authentics at Generation-Xers. Levi Strauss realizes that its traditional Dockers brand appeals to an older population group and wants to broaden the brand's appeal beyond baby boomers. Without a successful product aimed at Generation X, the Dockers name will become associated with an aging audience.

Levi Strauss is hoping to send the message to men in their twenties that its new khakis are cool. The firm's goal for its advertising campaign is to encourage men to wear khakis in place of jeans and to view Dockers Authentics as a more formal alternative to jeans. And in an attempt not to appear too trendy, Levi's new ads promote Dockers Authentics on the basis of tradition and comfort, not as current fashion.

Levi has used an innovative series of promotions for Dockers Authentics. Early promotions, for example, were based around sponsored rock concerts in six cities. Prior to each concert, Dockers projected a four-minute Much Music-style video featuring Dockers Authentics on the side of a nearby building. Each advertisement had the tag line: "Khakis with a blue-jean soul."

Dockers Authentics are being featured in special "Authentics" departments in department stores located in large metropolitan markets. The special departments are placed with other mid-priced collections of clothing aimed at young men. Retail analysts expect the Authentics line to compete against Calvin Klein and other brands.

Levi Strauss expects the sales of its Dockers, Dockers Authentics, and Levi's jeans to benefit from the shift to more casual clothing styles on weekends and at work. According to a major marketing research study, almost 90 per cent of all

workers say they are "dressing down." Even IBM, once noted for a rigid dress code, has adapted its standards to include more relaxed clothing styles. The study also found that interest in men's suits was down, but interest in casual apparel (like no-iron cotton slacks and sweaters) was up.

Levi Strauss is determined to capitalize on this trend with its casual clothing line. Early research by the company found that although human resources managers favoured casual clothing policies, those managers needed Levi's help to convince top management to change their dress codes. So the company developed a four-page newsletter filled with reasons why more casual dress codes should be enacted. For example, it noted that letting employees dress casually was a cost-free employee benefit. The newsletter also contained case histories of firms that successfully adopted casual dress codes. In total, Levi Strauss mailed the newsletter to 42 000 human resources managers. Levi Strauss also produced a video on the "Fine Art of Dressing." And in fall 1995, it started hosting casual-dress fashion shows at the Dockers shops that the firm owns.

Levi did have one advertising slip up. In late 1995, it pulled a Dockers' ad from city bus shelters in San Francisco and New York after it was accused of encouraging vandalism. Each ad had a pair of Dockers placed behind a glass plate. Under the pants (seemingly in anticipation of their theft) was the message: "Apparently, they were very nice pants."

QUESTIONS

1. Which family life-cycle stage is most likely to purchase Dockers? Dockers Authentics? Explain your answers.
2. What forms of perceived risk accompany the purchase of Dockers Authentics by a first-time purchaser? A loyal customer?
3. What consumer lifestyles are associated with "dressing down?" Explain your answer.
4. What type of decision process would be used in the purchase of Dockers Authentics? Explain your answer.

Sources: The data in this case are drawn from Alice Z. Cuneo, "Levi's Dons New Men's Wear Appeal," *Advertising Age* (April 24, 1995), p. 12; Cyndee Miller, "A Casual Affair," *Marketing News* (March 13, 1995), pp. 1-2; and Kevin Whitelaw, "Cobbling Up the Gen-X Market," *U.S. News & World Report* (October 9, 1995), p. 68.



CASE STUDY

Set Number

GROUPS	A	B	C	D	E
Case 1	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
Date					
Case 2	Written Report (8%)	Oral Presentation (10%)	Written Report (8%)	Mark (4%)	Critique (5%)
Date					
Case 3	Critique (5%)	Mark (4%)	Oral Presentation (10%)	Written Report (8%)	Written Report (8%)
Date					
Case 4	Mark (4%)	Written Report (8%)	Critique (5%)	Oral Presentation (10%)	Written Report (8%)
Date					
Case 5	Written Report (8%)	Critique (5%)	Mark (4%)	Written Report (8%)	Oral Presentation (10%)
Date					

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.