

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Part B

School of Business
Programme:
Option:

**MKGT 1102
Essentials of Marketing**

Effective Date

January, 1998

Taught to:

Sets:

Instructor

Rich Pender

Office No: SE 6 312
Office hours: by appointment

Phone: 451-6767
Fax: 439-6700
E-mail rpender@bcit.bc.ca

Text(s) and Equipment

Required:

Fundamentals of Marketing
Blackman, Kurtz, Boowe
Pub: Holt Reinhart & Wilson

Recommended:

- | | |
|---|--|
| <p>1. <i>Basic Marketing</i>
7th Canadian Edition
McCarthy, Shapiro, Perreault
Pub: Irwin</p> | <p>3. <i>Marketing - Canadian Edition</i>
Keegan, Moriarty, Duncan, Paliwoda
Publishers: Prentice Hall</p> |
| <p>2. <i>Canadian Marketing in Action</i>
Keith J. Tuckwell
Pub: Prentice Hall</p> | <p>4. <i>Marketing</i>
Kotler, Macdougall & Armstrong
Pub: Prentice Hall</p> |

Course Notes (Policies and Procedures)

Plagiarism

In the face of clear evidence, both students in question shall receive a grade of zero.

Attendance Requirements

"Attendance requirements will be enforced as per BCIT policy on page 7 of the calendar. Excessive absence will be deemed to be missing more than 1 session, for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final examination.

SCHEDULE

***subject to the discretion of the instructor**

Session	Date	Subjects	Activity	Chapter refs
1	20 Apr 98	Intro, Marketing Concept/ Environment/	Lecture, Videos & Discussion	1,2
2	27 Apr 98	Segmentation in Marketing	Lecture, Videos & Discussion	3,4
3	4 May 98	Marketing Research Marketing Strategy The Plan	Lecture, Videos & Discussion	5,6
4	11 May 98	Consumer Behavior Industrial Buyer Behavior	Lecture, Videos & Discussion	7,8
5	18 May 98	Product Strategy Product management Services	Lecture, Videos & Discussion	9,10,11
6	25 May 98	Midterm Exam		
7	1 June 98	Price Determination Managing the Pricing Function Channel & Distribution Strategy	Lecture, Videos & Discussion	12,13,14
8	8 June 98	Wholesaling Retailing	Lecture, Videos & Discussion	15,16
9	15 June 98	Marketing Communications Strategy Advertising, Publicity, Personal Selling	Lecture, Videos & Discussion	17,18
10	22 June 98	Global Marketing Not-For-Profit Marketing	Lecture, Videos & Discussion	19,20
11	29 June 98	Total Customer Satisfaction in Marketing Course Review	Lecture, Videos & Discussion	21,22
12	6 July 98	Final Examination	Marketing Project Due	