

## BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

## COURSE OUTLINE

JUN 17 1997

COURSE NAME ESSENTIALS OF MARKETINGCOURSE NUMBER MKTG 1102 DATE JULY 1997Prepared by Morie Shacker Taught to Part Time StudiesSchool Business Date Prepared JUNE 1997Term ALL Hrs/Wk 36 Credits 3No. of Weeks 1 Total Hours 36**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.

**COURSE OUTCOMES**

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.



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## **COURSE OUTCOMES (cont'd)**

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.
  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, 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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## **EVALUATION**

Final Examination (Case Study)	25 %
Quizzes 4 (15% ea)	60 %
Other (1) attendance and participation	5 %
(2) Class assignments	<u>10 %</u>
	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.

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## **REQUIRED TEXT(S) AND MATERIALS**

**Marketing** - by Moriarity, Keegan, Duncan & Paliwoda (Canadian Edition)  
Prentice Hall

Optional - Study Guide

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## **REFERENCE TEXTS & RECOMMENDED EQUIPMENT**

Essentials of Marketing - McCarthy, Shapiro & Perreault - Irwin Publishers  
Canadian Marketing in Action - Tuckwell - Prentice Hall  
Fundamentals of Marketing - Beckman, Kurtz, Boone - Holt Reinhart & Winston  
Marketing - Kotler, MacDougall & Armstrong - Prentice Hall  
Canadian Marketing Cases & Exercises - McGraw-Hill Ryerson

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**COURSE OUTLINE - MKTG 1102**

(continued)

SESSIONS	MATERIAL COVERED	READING
MON AM	Marketing in a global society Marketing and the organization External Marketing Environment	Chapter 1 Chapter 2 Chapter 3
MON PM	Marketing Information	Chapter 5
TUE AM	QUIZ - Chapters 1-5 Consumer Behaviour Organizational Behaviour Segmentation	Chapter 6 Chapter 7 Chapter 8
TUE PM	Competitive Advantage Branding & Positioning	Chapter 9 Chapter 10
WED AM	QUIZ - Chapters 8-9-10 Product - goods - services - new	Chapter 11 Chapter 12 Chapter 13
WED PM	Distribution - Channels and physical distribution - Wholesaling and Retailing	Chapter 14 Chapter 15
THU AM	QUIZ - Chapters 11-14-15 Pricing - Basics - Objectives and strategies	Chapter 16 Chapter 17
THU PM	Marketing Communication Strategy - Advertising - Public Relations, Sales Promotion	Chapter 18 Chapter 19
FRI AM	QUIZ - Chapters 16-17-18-19 Direct Marketing Personal Selling Planning Review	Chapter 20 Chapter 21
FRI PM	<b>FINAL EXAM - CASE STUDY</b>	



## **ESSENTIALS MATERIAL TO BE COVERED**

### Chapter 1:

Overview of Marketing/Markets/Dynamics  
Marketing Philosophy and Concept  
Marketing Mix

### Chapter 2:

Coordination & marketing  
Organizing

### Chapter 3: The External Marketing Environment

- External Environment
- Economic Environment
- Competitive Environment
- Physical Environment
- Legal Environment
- Business cycle
- Social cultural Environment
- Industry and Technological Environment

### Chapter 4: Marketing Strategy & Planning (Could be covered at the end)

- SBU - BCG / GE
- Planning Process
- Marketing Strategies
- Consolidation

### Chapter 5: Marketing Information & Research

- Marketing Information
- The Market Research Process
- Collecting Data
- Data Collection Methods
- Surveys & Contact Methods
- Sampling
- Designing Questionnaires

Chapters 6 & 7 - These are nice to know chapters which should be covered in passing rather than in detail. Material to mention might include:

Chapter 6:

- Consumer Black Box
- Cultural Differences
- Social Influences
- Family Influences
- Personal Influences
- Mazlows Needs
- Decision Making Model

Chapter 7:

Consumer & Business Buying Differences  
Buying Situations  
Buying Control

Chapter 8: Segmentation

- What is Marketing Segmentation
- Types of Segmentation
- Consumer
- Industrial
- Target Marketing
- Forecasting

Chapter 9: Competitive Advantage & Positioning

- Types of Competitive Advantages
- Competitive Strategies
- Positioning & Repositioning

Chapter 10: Brand Building & Relationship Marketing

- Characteristics of a Brand
- Branding Strategies
- Brand Building Process
- Elements of a Brand

Chapter 11: The Product

- Objectives & Strengths
- Features
- Buyer Orientation
- Classification of Goods
- Product Mix
- Product Life Cycle



## Chapter 12: Services & Non Profit

- Goods - Services Continuum
- Types of Services
- Quality Control
- Marketing Strategies
- Non-Profit Marketing

## Chapter 13: New Product

- what is
- key to success
- why fail
- strategies
- the development process

## Chapter 14: Marketing Channels & Physical Distribution

- Marketing Channels
- Channel Strategy
- Channel Management
- Distribution Management

## Chapter 15: Wholesaling & Retailing

- Types of Wholesalers
- Types of Retailers
- History and Trends

## Chapter 16: Basics of Pricing

- 4 CS of Pricing
- Customer Demand
- Competitive Influences
- Gov. Control
- Price and Profit Analysis

## Chapter 17: Pricing Objectives

- Pricing Objectives
- Pricing Strategies
- Price Adjustments

## Chapter 18: Marketing Communication & Advertising

- Marketing Communications Model
- The Promotional Mix
- Objectives of Promotion
- Types of Advertising
- Advertising Functions
- Advertising Management

## Chapter 19: P.R., Sales Promotion

- P.R. Strengths
- P.R. Programs and Tools
- Dealing with the Media
- Strengths of Sales Promotion
- Promotional Tools

## Chapter 20: Direct Marketing

- What is
- Strengths
- Process
- Operation
- Media

## Chapter 21: Personal Selling

- Strengths
- Process
- Organizing
- Objectives & Strategies
- Managing

## Chapter 22: Optional