

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME ESSENTIALS OF MARKETINGCOURSE NUMBER MKTG 1102 DATE JANUARY 1997Prepared by School of Business Taught to Part Time StudiesSchool Business Date Prepared SEPTEMBER 1995Term ALL Hrs/Wk 3 Credits 3No. of Weeks 12 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.

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	35 %
Mid-Term	30 %
Attendance & Participation	10 %
Class Assignments	<u>25 %</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.

REQUIRED TEXT(S) AND MATERIALS

MARKETING - by Moriarty, Keegan, Duncan & Paliwoda (Canadian Edition)
Prentice Hall

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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(continued)

SESSIONS	MATERIAL COVERED	READING
1	Foundations <ul style="list-style-type: none">- Marketing in a Global Society- Marketing Quality and the Organization- The External Marketing Environment	Chapter 1 Chapter 2 Chapter 3
2 & 3	The Knowledge Base <ul style="list-style-type: none">- Marketing information & research- Consumer buying behaviour- Organizational buying behaviour	Chapter 5 Chapter 6 Chapter 7
4 & 5	Strategic Planning <ul style="list-style-type: none">- Segmentation, targeting, forecasting- Competitive advantage & positioning- Brand building & relationship marketing	Chapter 8 Chapter 9 Chapter 10
6	MID TERM EXAM <ul style="list-style-type: none">- start product	
7	Product Strategy <ul style="list-style-type: none">- The Product - Goods- The Product - Services- New Products	Chapter 11 Chapter 12 Chapter 13
8	Distribution <ul style="list-style-type: none">- Marketing channels & physical distribution- Wholesaling & Retailing	Chapter 14 Chapter 15
9	Pricing <ul style="list-style-type: none">- The basics of pricing- Pricing objectives & strategies	Chapter 16 Chapter 17
10 & 11	Marketing Communications & Strategy <ul style="list-style-type: none">- Marketing Communication & Advertising- Public relations, sales promotion & packaging- Direct marketing- Personal selling- Marketing strategy- Review	Chapter 18 Chapter 19 Chapter 20 Chapter 21 Chapter 4
WEEK 12	FINAL EXAM	