



**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY**  
**School of Business**  
**Program: HRMG, MGTS, INTT**  
**Course: Essentials of Marketing**  
**Taught to: Full Time Day School**

*MKTG*  
**Course Outline for: 1102**

**Date: Fall 1999**

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|--------------------|----------|---------------------|-----------|-----------------|----------|
| <b>Hours/Week:</b> | <b>3</b> | <b>Total Hours:</b> | <b>42</b> | <b>Term:</b>    | <b>1</b> |
| <b>Lecture:</b>    | <b>2</b> | <b>Total Weeks:</b> | <b>14</b> | <b>Credits:</b> | <b>3</b> |
| <b>Lab:</b>        | <b>1</b> |                     |           |                 |          |
| <b>Other:</b>      |          |                     |           |                 |          |

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**Instructor: Peter Mitchell**

|                   |                  |               |            |
|-------------------|------------------|---------------|------------|
| <b>Office No:</b> | SE6 312          | <b>Phone:</b> | 451-6767   |
| <b>E-mail:</b>    | pmitchel@bcit.ca | <b>Fax:</b>   | 439 - 6700 |

|                     |               |                |                    |                    |                    |
|---------------------|---------------|----------------|--------------------|--------------------|--------------------|
| <b>Office Hours</b> | <b>Monday</b> | <b>Tuesday</b> | <b>Wednesday</b>   | <b>Thursday</b>    | <b>Friday</b>      |
| <b>Changes by</b>   | <b>None</b>   | <b>None</b>    | <b>2:30 - 4:30</b> | <b>2:30 - 4:30</b> | <b>2:30 - 3:30</b> |
| <b>instructor</b>   |               |                |                    |                    |                    |

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**Prerequisites : Admission to BCIT**

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### **Course Description and Goals:**

The main focus of this course is to describe the marketing concept as it applies to business organizations and the environment in which the marketing manager operates. The emphasis throughout the course is the application of the marketing concept to real life situations, both from a micro and macro viewpoint.

Lectures are designed to build a solid foundation of marketing fundamentals, while labs are geared toward solving different company marketing problems in case study formats. Students will work in groups to find marketing solutions to these cases. Students will present their solutions to the class either orally or in written report format. *As this course is also designed at improving the written and oral presentation skills of the student, each case study is marked for both content and professional quality of delivery. Students must complete all the written and oral presentation assignments in order to pass the course.*

**Note: dates to remember this fall are: Shinerama Sept. 22<sup>nd</sup>, Thanksgiving Oct. 11<sup>th</sup>, Mid Term Week Oct. 18<sup>th</sup> - 22<sup>nd</sup>, Remembrance Day Nov. 11<sup>th</sup>. TBC - George Tidball Series speaker end of Sept.**

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### Prior Learning Assessment Method

Evaluated by BCIT faculty advisors and based upon the related courses taken and / or level of experience of the candidate.

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### 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 reason's 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 Examination       | % | 30 |
| Midterm Test            | % | 25 |
| Case Study Presentation | % | 35 |
| Other                   | % | 10 |

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### Course Learning Outcomes

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

- Please see page five and six of this outline for weekly learning outcomes
- Please see page five and six for weekly reading assignments
- Please see learning outcomes of case study presentations attached to this outline
- Guidelines for skill development in oral and written presentations are covered as well on pages five through nine of this outline



Course: 1102

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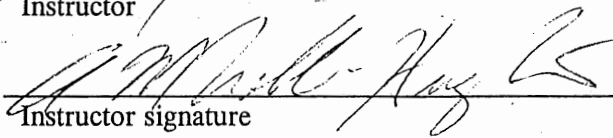
**Course Record**

Developed by: Anne Marie Webb-Hughes

Date: September, 1998

  
Instructor


Revised by:

  
Instructor signature

Date: August, 1999

Approved by:

Mike Powley  
Associate Dean signature

 Date: September, 1999

Sept / 2 / 99

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**Text(s) and Equipment Required:**

**Marketing, ESSENTIALS (soft Cover)** by Joel R. Evans, Barry Berman, and William J. Wellington

Prentice Hall Canada Inc. Publisher 1998

**Reference or Recommended Material :**

References and Reading Resources are available on my WEB PAGE via the "HOT LINKS" button

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## 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.

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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/<br>Lecture<br>Number             | Material Covered  | Ref/<br>Chapter               | Outcomes (Learning Objectives)  |
|--|---|-------------------------------|---|
| <b>1</b><br>Lecture # 1<br>Mon/Sept 13 | <b>Orientation</b><br><br><b>Recap of Course Outline</b>                                      |                               | To familiarize the student with overall course objectives, define learning process for labs and communicate expectations for course participation                           |
| <b>2</b><br>Lecture 2<br>Tues/Sept 14  | <b>Evolution of Marketing</b><br><b>Marketing Defined</b><br><b>The Marketing Environment</b> | <b>1 &amp; 2</b>              | To discuss the importance of Marketing in business today and define its role in a changing marketplace.<br>To discuss controllable and uncontrollable marketplace variables |
| <b>3</b><br>Mon/Sept 20                | <b>Information for Marketing Decisions</b>  | <b>3</b>                      | To explore the types of information systems available to marketers and their role in marketing decisions  |
| <b>Tues/Sept 21</b>                    | <b>Consumer Behaviour</b>   | <b>4</b>                      | To show the scope of Consumer Analysis and introduce the concepts of Demographics and Psychographics as Target Market determinants  |
| <b>4</b><br>Mon/Sept 27                | <b>Organizational Customers</b>   | <b>5</b>                      | To define "organizational" customers and influences on their buying behaviour a compared to final consumers   |
| <b>Tues/Sept 28</b>                    | <b>Developing a Target Market Strategy</b>  | <b>6</b>                      | Investigate the elements of a T.M strategy including demand analysis through to product positioning   |
| <b>5</b><br>Mon/Oct 4                  | <b>Concepts in Product Planning ( the 1st "P")</b>  | <b>7</b>                      | To understand the importance of planning product strategy for a company's goods or services   |
| <b>Tues/Oct 5</b>                      | <b>Conceiving, Developing and Product Management</b>  | <b>8</b>                      | To discuss the product life cycle and its importance in managing elements of the marketing mix  |
| <b>6</b><br>Mon/Oct 11                 | <b>Thanksgiving No Classes</b>  |                               |   |
| <b>Tues/Oct 12</b>                     | <b>Distribution Planning and Physical Distribution</b>  | <b>9</b>                      | To define the various alternatives to getting products to market including types channels and intermediaries  |
| <b>7</b><br>Mon/Oct 18                 | <b>Mid Term Review</b>  | <b>Chapters 1-9 inclusive</b> |   |
| <b>Tues/Oct 19</b>                     | <b>mid-term Exam</b>  |                               |   |

|  |   |  |  |
|--|---|--|--|
| <b>8</b><br>Mon/Oct 25<br>Tues/Oct 26  | <b>Retailing and Wholesaling</b>                                      | <b>10</b>  | <b>To distinguish among the various types of wholesalers and briefly discuss retailing</b>   |
| <b>9</b><br>Mon/Nov 1<br>Tues/Nov 2    | <b>Promotion Planning</b><br><br><b>Advertising, Public Relations</b> | <b>11</b><br><br><b>12</b>                         | <b>To introduce the concepts used in Communications Strategy</b><br><br><b>To introduce the primary tools used in Marketing Communications</b>                         |
| <b>10</b><br>Mon/Nov 8<br>Tues/Nov 9   | <b>Sales Promotion</b><br><br><b>Personal Selling</b>                 | <b>Notes Supplied</b><br><br><b>Notes Supplied</b> | <b>To discuss in depth the differences between Advertising and Sales Promotion</b><br><br><b>To discuss the role of sales within the overall Company promotion mix</b> |
| <b>11</b><br>Mon/Nov 15<br>Tues/Nov 16 | <b>Price Planning</b><br><br><b>Pricing Strategy</b>                  | <b>13</b><br><br><b>13</b>                         | <b>To identify the elements critical to effective pricing</b><br><b>To discuss the components of pricing strategy and tactics</b>                                      |
| <b>12</b><br>Mon/Nov 22<br>Tues/Nov 23 | <b>Strategic Marketing Planning (Both Lectures)</b>                   | <b>14</b>  | <b>Analyzing the elements of the Marketing Plan as it applies to meeting the long term needs of the Company</b>  |
| <b>13</b><br>Mon/Nov 29<br>Tues/Nov 30 | <b>Marketing Organization and Structure Review</b>                    | <b>Supplied Notes</b>                              | <b>To introduce the various organizational structures used by different marketing organizations</b>  |
| <b>14</b><br>W/O Dec 6<br>FINALS       |   |  |  |



Course Outline  
MKTG 1102 Essentials of Marketing

CASE STUDY

Set Number

| GROUPS | A  | B                                 | C                                 | D                                  | E                              |
|--------|--|-----------------------------------|-----------------------------------|------------------------------------|--------------------------------|
| Case 1 | Oral Presentation<br>(10%)<br>20 Minutes | Written Report<br>(8%)<br>4 Pages | Written Report<br>(8%)<br>4 Pages | Critique<br>(5%)<br>1 Page Summary | Mark<br>(4%)<br>1 Page Summary |
| Date   |  |                                   |                                   |                                    |                                |
| Case 2 | Written Report<br>(8%)                   | Oral Presentation<br>(10%)        | Written Report<br>(8%)            | Mark<br>(4%)                       | Critique<br>(5%)               |
| Date   |  |                                   |                                   |                                    |                                |
| Case 3 | Critique<br>(5%)                         | Mark<br>(4%)                      | Oral Presentation<br>(10%)        | Written Report<br>(8%)             | Written Report<br>(8%)         |
| Date   |  |                                   |                                   |                                    |                                |
| Case 4 | Mark<br>(4%)                             | Written Report<br>(8%)            | Critique<br>(5%)                  | Oral Presentation<br>(10%)         | Written Report<br>(8%)         |
| Date   |  |                                   |                                   |                                    |                                |
| Case 5 | Written Report<br>(8%)                   | Critique<br>(5%)                  | Mark<br>(4%)                      | Written Report<br>(8%)             | Oral Presentation<br>(10%)     |
| Date   |  |                                   |                                   |                                    |                                |

Your Group Name: \_\_\_\_\_

Members:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

For your group's assignments, read below. 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 written reports must be typed and in double space.



## Oral / Written Presentations Case Discussion & Preparation Guide

| Outline  | Guide Questions   |
|--|---|
| Case Synopsis (only for oral)<br><br>* A summary of the major events and facts   | Familiarize yourself with the case by answering:<br>1. What is the case generally about?<br>2. What are the main facts, characters & events?  |
| Problem Identification<br><br>* Define the main problem in question form, in one sentence  | Diagnose the case problem by answering:<br><br>1. What is the problem of the case? State clearly in a sentence, in question form.   |
| Findings<br><br>A. Outline facts relating to the problem.<br>B. Make assumptions, if necessary.<br>C. Research for more information which will throw light on the problem (library, industry).         | Analyze the case by answering:<br><br>1. What data or research is needed to answer questions in the case?<br>2. What assumptions need to be made?   |
| Evaluation of Alternatives<br><br>• State three alternatives and evaluate the advantages and disadvantages of each alternative.<br>• For each alternative, state three advantages and 3 disadvantages. | Develop solutions and evaluate each by answering:<br><br>1. What are the realistic, independent, mutually exclusive alternative solutions to the problem?<br>2. What are the expected consequences of these alternative solutions?<br>3. What are their advantages and disadvantages? |
| Solution<br><br>* State the chosen alternatives solution with a supporting argument.<br>* Consider the cost of your recommendation(s)<br>* State how you will implement the solution.                  | Make a decision by answering:<br><br>1. How do the alternative solutions compare in terms of their advantages and disadvantages?<br>2. Which of the alternative solutions seems best?   |
| Plan Of Action<br><br>* List step-by-step how the chosen alternative solution would be implemented.  | Plan the implementation of the solution by answering:<br><br>1. How should the plan be implemented?<br>2. Who should implement the solution?  |
| Concepts Used from Course<br><br>* List two or three major concepts used in the case study.  | 1. Which course concepts or research findings helped develop the case preparation?  |





## Course Outline

### MKTG 1102 Essentials of Marketing *Case Study – Written Report*

This is a short, concise business report. The contents may be written in point form. Use the following guidelines.

#### **COVER PAGE:**

- \* Name of case
- \* Name of group members
- \* Set Number and Group Colour
- \* Course Number
- \* Date of presentation

If a group member did not participate, do not show his/her name.

#### **CONTENTS:**

(see previous page)

- \* Problem – state in one or two sentences, the **main** problem, in question form.
- \* State facts in the case relating to the problem only
- \* Any research information needed/ used?
- \* Any assumptions necessary?
- \* State at least three alternatives, and three advantages and three disadvantages of each.
- \* Solution and implementation
- \* Concepts used from the course
- \* Identify under “Reference” or “Bibliography” research information sources used

Report must be typed 12 font, double spaced and the body limited to **four pages**. (You may use Appendix where necessary)

**Penalty for late submissions: 25% per working day – 0% if more than 2 days late**

#### *Mark Allocation for Case Studies*

|                                  |              |
|----------------------------------|--------------|
| Oral Presentation                | 10% of grade |
| 2 Written Reports (8 marks each) | 16% of grade |
| Critiquing                       | 5% of grade  |
| Marking                          | 4% of grade  |

**No marks are given for missing oral presentations.**



## Guidelines for Marking the Oral Case Presentation 50% By Group, 50% By Instructor

**Worth 4% of your mark**

*MKTG 1102 Essentials of Marketing*

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***Names of Group Being Marked ( and colour )*** \_\_\_\_\_

***Names of your Group marking ( colour )*** \_\_\_\_\_

- No mark if an item is not covered
  - Give partial mark for each item covered; full mark only for exceptionally good coverage.
  - Explain why you gave the mark
- /2 Problem clearly identified and stated in question form?
- /2 Facts relevant to the problem outlined, and assumptions made where necessary?
- /5 Evidence of secondary or primary research and quality of research used in solving the problem?
- /6 At least three alternatives discussed with three advantages and three disadvantages of each?
- /2 Does the proposed solution solve the problem stated satisfactorily?
- /1 Any concepts learned in the course applied?
- /2 How was the overall presentation format such as effectiveness of communication, answers to questions, participation by each member, utilization of time (20) minutes, etc?
- /20 Marks awarded. (Your marks count for 50% of marks awarded to the group)

For Each Item:

|                    |            |
|--------------------|------------|
| Not Covered / Poor | 0 – 50 %   |
| Adequate           | 50 – 60 %  |
| Very Good          | 60 – 70 %  |
| Excellent          | 70 – 80 %  |
| Super              | 80 – 100 % |



## WHAT IS A CRITIQUE?

A critique is the art of evaluating or analyzing with knowledge and propriety, a speech, presentation, book, art work, etc. It is not simply an act of negative criticism, but an evaluation of both the positive and negative aspects of the object of the critique.

In order to properly critique the case presentation, the critiquing group must, first be very familiar about the case. In other words, the group must have its own problem identification, analysis, alternatives and solution. Without such preparation, it is not possible to offer a valid critique.

Secondly, the critiquing group must focus on :

1. The problem statement – is the problem clearly stated by the presenters? Is it relevant to the case? Is it vague?
2. Did the presenters support the problem with the relevant facts in the case?
3. Were logical assumptions made where necessary?
4. Did the group present any research findings? What evidence was shown in the discussion?
5. Were three alternatives presented as possible solution(s) to the problem? Were the advantages and disadvantages of each of the alternatives discussed satisfactorily?
6. Does the solution(s) presented solve the problem?
7. Did the group apply any of the concepts learned in the course to the case?

**Format:** Criticisms may be offered on how well the case was articulated. Use or non-use of visual aids, voice, posture, time used for the presentation (too little?) and participation by each member of the group – all these may be critiqued.

**Critiquing Sheet**  
**Worth 5 % of your mark**

**Group Being Critiqued: ( Names and Colour )**

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**Group Critiquing : ( Names and Colour )**

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**Comment on each of the 7 steps outlined. Use the format given :  
Attach your one page reports to this paper and submit together at the end of the lab**