

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME ESSENTIALS OF MARKETING

COURSE NUMBER MKTG 1102 DATE AUGUST 1996

Prepared by Terry Winder Taught to Part Time Studies

School Business Date Prepared APRIL 1996

Term ALL Hrs/Wk 36 Credits 3

No. 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.
-

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.
-

EVALUATION

| | |
|---------------------|--------------|
| Written project | 30 % |
| 3 Quizzes (3 X 10%) | 30 % |
| Participation | 5 % |
| Final Examination | 35 % |
| TOTAL: | 100 % |

REQUIRED TEXT(S) AND MATERIALS

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

REFERENCE TEXTS & RECOMMENDED EQUIPMENT

Fundamentals of Marketing - 7th Ed - Sommers, Barnes, Stanton & Fottrell - McGraw Hill
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

COURSE OUTLINE - MKTG 1102

(continued)

| SESSIONS | MATERIAL COVERED | READING |
|----------|---|----------------------------|
| MON AM | The Field of Marketing The Marketing Environment Strategic Marketing Planning | Part 1 Ch. 1,2,3,4 |
| MON PM | Understanding Buyers & Marketing Research | Part 2 Ch. 5,6,7 |
| TUE AM | Market Segmentation and Positioning | Part 3 Ch. 8 / 9 |
| TUE PM | Brand building Product Strategy I | Ch. 10 Part 4 Ch. 11 |
| WED AM | Services New Products | Ch. 12 & 13 |
| WED PM | Distribution - Channels - Wholesale & Retail ail | Part 5 Ch. 14 & 15 |
| THU AM | Pricing - Basics - Strategies | Ch. 16, 17 |
| THU PM | Marketing Communications - Advertising - Promotion | Ch. 18 & 19 |
| FRI AM | Promotion Strategies II & Review - Direct & Personal Selling | Ch. 20 & 21 |
| FRI PM | FINAL EXAM | |

** Chapters 22 will not be covered in this course.