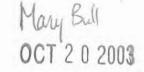
BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY



COURSE OUTLINE

COURSE NAME	ESSEN	OF MARK	F MARKETING		
COURSE NUMBER	MKTG 1102	2	DATE	SEPTEMBER 1994	
Prepared by C.E.	MARKETING DEP	т	Taught t	o C.E.	
School Busine	SS		Program		
Date Prepared	AUGUST 1994		Option_		
TermALL	Hrs/Wk	3	C	redits3	
No. of Weeks	12	Total	Hours	36	
	Y.				
PREREQUISITES					
NONE					

COURSE GOAL(S)

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.
- Prepare the components of a basic marketing plan.
- Investigate marketing research:
 - a. Describe how marketing research information aids in decision making and risk reduction.
 - Demonstrate a familiarity with secondary resources used in marketing decision.
 - Explain how to use research methods in developing marketing strategies.

COURSE OUTCOMES (cont'd)

- Explain the consumer buying process and the multiple influences on consumer buying behavior.
- 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

Final Examination	35	_%
Mid Term	30	_%
Class Assignments	25	%
Other (1) attendance and	10	_%
participation		

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 EQUIPMENT

Fundamentals of Marketing - Sommers, Barnes, Stanton & Fotrell McGraw-Hill Ryerson

Optional

Student Study Guide

REFERENCE TEXTS AND 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

(ENISEI)

COURSE OUTLINE - MARKETING 1102 continued

DATE	MATERIAL COVERED	REFERENCE	ASSIGNMENTS	ASSIGNMENT DUE DATE
Sept 14	The Field of Marketing The Marketing Environment	Chapters 1 and 2		
Sept 21	Strategic Marketing Planning Market Segmentation	Chapter 3, 4	Upper Canada Brewing	hand in (6) Sept. 28
			ТВА	in class exercise (3)
Sept 28	Market Segmentation continued Understanding Buyers	Chapter 5, 6	Part 5.i study guide	in-class exercise
Oct. 5	Marketing Research Product Strategies	Chapter 7, 8	Bookend, Limited case 2.4 / p. 245	hand in (5) Oct. 12
Oct. 12	Product Strategies continued	Chapters 9, 10		
Oct. 19	MID TERM EXAM			
CJ. 26	Pricing Strategies	Chapters 12, 13	Upper Canada Brewing	hand in Nov. 2 (6)
Nov. 2	Distribution Strategies	Chapters 14, 15 and 16	Video wars case (Tuckwell p. 602)	in class exercise
Nov. 9	Promotion Strategies	Chapters 17, 19	ТВА	ТВА
Nov 16	Promotion continued Non Profit and Event Marketing case study		ТВА	ТВА
Nov 23	Promotion continued/ Review			
Nov. 30	FINAL EXAM			E

Chp 18,20,21 and 22 will not be covered in this course. This coverage may vary by session.