

COURSE OUTLINE

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COURSE NAME Essentials of Marketing

COURSE NUMBER MKTG 1102 DATE September, 1994

Prepared by Mike Powley Taught to CE Students Year

School Business School Business

Program Marketing Program Downtown Education Centre

Date Prepared September, 1994 Sets CRN 32352

Term 93-6 Hrs/Wk 3 hrs. Credits 3

No. of Weeks 12 Total Hours 36

Instructor(s) Mike Powley Office IBM SE-6 314 Phone: 432-8382

Office Hours As posted on office door or by appointment.

**PREREQUISITES** None.

**COURSE GOALS**

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, market segmentation and target market selection.

**EVALUATION**

Final Examination	<u>30</u>	<u>%</u>
Mid-Term	<u>20</u>	<u>%</u>
Presentations	<u>20</u>	<u>%</u>
Project/Case	<u>25</u>	<u>%</u>
Participation/Attendance & Labs	<u>5</u>	<u>%*</u>
TOTAL	<u>100</u>	<u>%</u>

\* will include some quiz/hand in work.

\* A term project must be submitted for successful completion of this course.

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## REQUIRED TEXT(S) AND EQUIPMENT

*Fundamentals of Marketing*

6th Canadian Edition,

Sommers, Barnes, Stanton & Fotrell

Publishers: McGraw Hill, Ryerson Ltd.

Optional: Student Study Guide

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## SUPPLEMENTARY REFERENCE MATERIAL

*Canadian Marketing in Action*

Keith J. Tuckwell

Prentice Hall Publishers

*Essentials of Marketing*

McCarthy, Shapiro & Perreault

Irwin Publishers

*Fundamentals of Marketing*

Beckman, Kurtz, Boowe

Holt Reinhart & Winston

*Marketing*

Kotler, Macdougall & Armstrong

Prentice Hall

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## COURSE SUMMARY

This is an introductory course to marketing. The student will be introduced to the concept of marketing and the role it plays in today's world. In addition, the student will learn the variables that create the market mix and find out how these variables can be manipulated in order to make the product more appealing to the target market. The student will learn how to segment a marketplace and criteria to use to accomplish this effectively.

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## 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:
  - Describe how marketing research information aids in decision making and risk reduction.
  - Demonstrate a familiarity with secondary resources used in marketing decision.
6. Explain the consumer buying process and the multiple influences on consumer buying behavior.
7. Use a step by step analysis to identify target markets through market segmentation.
8. Explain key product concepts: product differentiation, positioning, branding, and 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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## PLAGIARISM

In the face of clear evidence of plagiarism, both students in questions, shall receive a grade of zero.

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## ATTENDANCE REQUIREMENTS

"Attendance requirements will be enforced as per the BCIT policy on page 7 of the calendar. Excessive absence will be deemed to be missing more than 2 labs, for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation. The student will be disqualified from writing the final examination."



<b>COURSE SCHEDULE</b> Week-by-week schedule of lectures and labs			
<b>Unit/Dates Thursdays</b>	<b>Lecture</b>	<b>Lab Activity</b>	<b>Reading Assignment</b>
1 Sept. 15	The Marketing Concept and Environments	Exercise and Case Review	Chapters 1-2
2 Sept. 22	Strategic Marketing Planning	Exercise and Case Assigned	Chapter 3
3 Sept. 29	Market Segmentation	Exercise	Chapters 4-5
4 Oct. 6	Understanding Buyer Behavior	Exercise	Chapter 6
5 Oct. 13	MIS and Market Research	Case #1	Chapter 7
6 Oct. 20	Product Development	Case #2 Exercise	Chapter 8-9
7 Oct. 27	Product Mix and Brands <b>Mid-term</b> - Chapters covered to Week 6—1½ hours		Chapters 10-11
8 Nov. 3	Pricing Cost and Demand	Case #3	Chapters 12-13
9 Nov. 10	The Promotion Program and Elements of the Promotion Blend	Case #4	Chapters 17-19
10 Nov. 17	Distribution Strategies Wholesale and Retail	Exercise Case #5	Chapters 14-16
11 Nov. 24	Planning and Controlling/ Consumerism and Ethics— Project/Case Due	Exercise	Chapters 21-22
12 Dec. 1	<b>Final Exam</b> Project/Case Returned		

