



**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY**

School of Business

Program: MKTG

Course: Essentials of Marketing

Taught to: Full Time Day School

Course Outline for: MKTG 1102

Date: Fall 2001

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

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Instructor: **Peter Mitchell, Ange Frymire**

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**Office Hours:**

As posted

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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 teams 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. 19th, Services Day Sept. 20<sup>th</sup>, Thanksgiving Oct. 8th, Mid Term Week Assigned on a course by course basis, Remembrance Day Nov. 12<sup>th</sup>. TBA –

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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 reasons 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



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**Course Record**

Developed by: Peter Mitchell

Date: August, 2001

  
Instructor

Revised by:

Date:

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Instructor signature

Approved by:

Date: August, 2001

  
Morie Shacker

Associate Dean (Acting) signature

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

**Foundations of Marketing:** Seventh Canadian Edition: Beckman and Rigby,  
Harcourt Brace, 2001

**Reference or Recommended Material :**

References and Reading Resources are available on Pete's 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

Attached to Course Outline and to be covered by the instructor of the course.



\* This schedule is subject to change at the discretion of the instructor.

## Course Map

Week/ Lecture Number	Material Covered	Ref/ Chapter	Outcomes (Learning Objectives)
<b>1</b> <b>Lecture # 1</b> <b>TH/Sept 6</b>	Orientation Recap of Course Outline Team Skills		To familiarize the student with overall course objectives, define learning process for labs and communicate expectations for course participation and expose students to Team Skills requirements for the course.
<b>2</b> <b>TU/Sept 11</b> <b>TH/Sept 13</b>	The Nature of Marketing  The Environment for Marketing Decisions	1  2	To discuss the importance of Marketing in business today and define its role in a changing marketplace. To discuss controllable and uncontrollable marketplace variables
<b>3</b> <b>TU/Sept 18</b> <b>TH/Sept 20</b>	Market Segmentation  The Market Segmentation Process	3  4	To explain this core concept in marketing – the segmenting of markets.  To show the scope of Consumer Analysis and introduce the concepts of demographics, geo-demographics, benefits segmentation, usage rate analysis and Psychographics as Target Market determinants and to explain the segmentation process.
<b>4</b> <b>TU/Sept 25</b> <b>TH/Sept 27</b>	Obtaining Data for Marketing Decisions  Marketing Strategy and the Marketing Plan	5  6	To discuss the available research resources that allow marketers to facilitate the decision making process. Analyzing the elements of the Marketing Plan as it applies to meeting the long term needs of the Company
<b>5</b> <b>TU/Oct 2</b> <b>TH/Oct 4</b>	Total Customer Satisfaction  Consumer Behavior	7  8	To understand the importance of total customer satisfaction through benchmarking, performance gap analysis and the evolution to relationship marketing. To discuss individual, group and environmental factors as they apply to consumer purchase behavior.
<b>6</b> <b>TU/Oct 9</b> <b>TH/Oct 11</b>	Business-to Business Marketing  Mid Term Review	9	To explain the types of markets, product categories, the nature of business purchase influences and the various types of market demand.

<b>7</b> <b>TU/Oct 16</b>	<b><u>Mid-term Exam</u></b>	Chapters 1-9 inclusive	
<b>TH/Oct 18</b>	Product Strategy	10	To explain the Product Life Cycle, consumer adoption process and differentiate between business and consumer products
<b>8</b> <b>TU/Oct 23</b>	Product Management	11	To introduce the concepts of the marketing mix, organizing for new product development and packaging
<b>TH/Oct 25</b>	Marketing Services	12	To discuss the similarities and differences in marketing of services and products
<b>9</b> <b>TU/Oct 30</b>	Price Determination	13	To identify the elements critical to effective pricing
<b>TH/Nov1</b>	Managing the Pricing Function	14	To discuss the components of pricing strategy and tactics.
<b>10</b> <b>TU/Nov 6</b>	Channel and Distribution Strategy	15	Discuss the role and importance of distribution, types of distribution strategies available, wholesaling and channel decisions.
<b>TH/Nov 8</b>	Retailing	16	To explain the evolution of retailing, categorize retailers and explain retail concepts.
<b>11</b> <b>TU/Nov 13</b>	Marketing Communications Strategy	18	Overview of the communications role in marketing from a strategic viewpoint.
<b>TH/Nov 15</b>	Marketing Communications Strategy		
<b>12</b> <b>TU/Nov 20</b> <b>TH/Nov 22</b>	Marketing Communications Applications (Both Lectures)	19	To discuss the tools available for marketers in communicating with customers or consumers: advertising, sales promotion, P.R and selling.
<b>13</b> <b>TU/Nov 27</b>	Not-For Profit Marketing	21	To apply the marketing concept to a non-profit environment.
<b>TH/Nov 29</b>	Final Exam Review		
<b>14</b> <b>W/O Dec 3</b> <b>FINALS</b>	Final Exam will be scheduled in a formal exam week. You will be notified.		



Course Outline  
MKTG 1102 Essentials of Marketing

GROUPS	A	B	C	D
<b>Case 1</b> <b>Example Case</b> <b>Date TBA</b>	All Teams Present 8 minutes	All Teams Present 8 minutes	All Teams Present 8 minutes	All Teams Present 8 minutes
<b>Case 2</b>  <b>Date TBA</b>	Oral Presentation (14%) 20 Minutes 5 minutes Q&A	Written Report (8%) 4 Pages	Critique (5%) 1 Page Summary	Written Report (8%) 4 Pages
<b>Case 3</b>  <b>Date TBA</b>	Written Report (8%)	Oral Presentation (14%) 20 Minutes 5 minutes Q&A	Written Report (8%) Critique (5%)	Critique (5%) 1 page Summary
<b>Case 4</b>  <b>Date TBA</b>	Written Report (8%)	Critique (5%) 1 Page Summary	Oral Presentation (14%) 20 Minutes 5 minutes Q&A	Written Report (8%)
<b>Case 5</b>  <b>Date TBA</b>	Critique (5%) 1 Page Summary	Written Report (8%)	Written Report (8%)	Oral Presentation (14%) 20 Minutes 5 minutes Q&A

Your Group Name/Letter : \_\_\_\_\_

Members:

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

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.



Course Outline  
MKTG 1102 Essentials of Marketing

## Oral / Written Presentations Case Discussion & Preparation Guide

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





## **Case Study – Written Report**

This is a short, concise business report. The contents may be written in point form, but must adhere to a professional prepared format – i.e. full sentences, grammatically correct, etc. Use the following guidelines:

### **COVER PAGE:**

- Name of case
- Name of group members
- Set Number and Group Names
- Course Number
- Instructor name
- 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 ?
  - \* State at least three alternatives, and three advantages and three disadvantages of each
  - \* Solution and implementation (plan of action)
  - \* Concepts used from the course
  - \* Identify under “Reference” or “Bibliography” research information sources used.

Report must be typed in a 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 –  
You will receive 0% if more than 4 days late.**

### **Mark Allocation for Case Studies**

Oral Presentation	14% of grade
2 Written Reports (8 marks each)	16% of grade
Critiquing	5% of grade

**No marks if you miss your group’s oral presentations.**



***This is the format to be used by the instructor for marking all presentations.***

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- /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.

For Each Item:

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



## ***Critiquing a Presentation***

### **WHAT IS A CRITIQUE?**

A critique is the art of evaluating or analyzing with knowledge and propriety, a speech, presentation, book, artwork, 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**

**Date:** \_\_\_\_\_

**Set:** \_\_\_\_\_

**Group Being Critiqued: (First and Last Names)**

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**Group Critiquing : (First and Last Names)**

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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.**