



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Financial Management

Course: Essentials of Marketing

Taught to: Full Time Day School

Course Outline for:

Marketing 1102

Date: Fall 2001

Hours/Week:	3	Total Hours:	42	Term:	1
Lecture:	2	Total Weeks:	14	Credits:	3
Lab:	1				
Other:					

Instructor: Steve Turnbull

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Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday
TAB					

Prerequisites : Admission to BCIT

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: Sept. 19th, Shinerama, Oct. 8th, Thanksgiving, Nov. 12th, Remembrance Day

Prior Learning Assessment

Evaluated by BCIT faculty advisors and based upon the related courses taken and / or level of experience of the candidate. Students should continue to attend classes until they have received formal notice that their applications for transfer credit has been accepted.

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.***

Mark Allocation

Final Examination	% 30
Midterm Test	% 25
Case Study Presentations	% 30
Industry Report	% 15
	%..100

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: MKTG 1102

Course Record

Developed by: Stephen Turnbull

Date: September, 2001

Instructor

Revised by: Above

Date: _____

Instructor signature

Approved by: Mike Powley

Date: September, 2001

Associate Dean signature

Mike Powley July 31/01

Text(s) and Equipment Required:

Marketing – Real People, Real Decisions, Solomon, M., et al, Prentice Hall Canada Inc.
Publisher 2000

There is a student study guide for this course available at the bookstore, however it is not mandatory. The study material will be from the text and the cases used in class. Videos may be used depending on the course length each semester. The web – site address for this text and study guide can be found through www.phcanada.com

Reference or Recommended Material :

Marketing Magazine, Advertising Edge, Journals on Marketing

(all available in BCIT's library)

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.

Assignment Details



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

Lecture Number	Material Covered	Ref/ Chaps	Outcomes (Learning Objectives)
1 Thursday Sept. 6th	Introduction		Orientation to the course
2 Monday Sept. 10th	Marketing's Role	1	Define basic marketing terminology and the impact of marketing on day-to-day activities in all fields of business
3 Thursday Sept. 13th	Strategic Planning	2	Explain the strategic planning process and the marketing process Define factors that are involved in the implementation and control of the marketing plan
4 Monday Sept. 17th	Ethical Marketing	3	Explain the role of ethics and quality in successful marketing Define the role of ethics both internally and externally
5 Thursday Sept. 20th	International Marketing	4	Explain the role of international marketing and how it contributes to the success of a firm Recognize the difference in operating environments
6 Monday Sept. 24th	Market Information and Research	5	Describe the marketing research process Describe some research techniques available

7 Thursday Sept. 27th	Consumer Behavior	6	Describe the factors that contribute to a consumer purchase Explain the pre-purchase, purchase and post-purchase activities
8 Monday Oct. 1st	Business to Business Marketing	7	Describe and explain how marketing differs with organizational markets
9 Thursday Oct. 4th	Target Marketing	8	Explain how marketers evaluate and select potential market segments Explain how target market strategies are developed
9 Monday Oct. 8th	Thanksgiving Holiday No Lecture/Labs		
10 Thursday Oct. 11th	Course Review/Mock Exam		Trial run to see how much work you really have to do!
11 Monday Oct. 15th	Midterm		FUN! FUN! FUN!
13 Thursday Oct. 18th	No Lecture Midterm Week		Midterms
14 Monday Oct. 22nd	Creating a Product	9	Explain the layers of a product, their classifications and product life cycles

15 Thursday Oct. 25th	Product Management	10	Explain the different product objectives and strategies a firm may choose based on PLC, branding, packaging and labeling
16 Monday Oct. 29th	Service Marketing	11	Explain how marketers measure service quality based on the primary characteristics of services
17 Thursday Nov. 1st	Product Pricing	12	Explain how pricing can be tangible and intangible and how these characteristics play a role in setting a firms pricing objectives and strategies
18 Monday Nov. 5th	Pricing Methods	13	Explain pricing tactics for individual and multiple products based on the psychological, legal and ethical aspects of business
19 Thursday Nov. 8th	Channel Management and Physical Distribution	14	Explain what a distribution channel is and what functions/costs are associated with different channel strategies
20 Monday Nov. 12th	Remembrance Day No Lecture/Labs		
21 Thursday Nov. 15th	Retailing/E-tailing	15	Define retailing and describe how retailers evolve over time
22 Monday Nov. 19th	Integrated Marketing Communications and Relationship Management	16	List, describe and contrast the elements of the communications mix and how they are used to create different strategies

23 Thursday Nov. 22th	Advertising	17	Describe the major types of advertising and how advertisers evaluate the effectiveness of a campaign
24 Monday Nov. 26th	Sales Promotion, Public Relations and Personal Selling	18	Explain the role of public relations and how PR campaigns are developed
25 Thursday Nov. 29th	Multinational marketing		Explain the role of international marketing is supporting a firms growth Describe international strategies appropriate for financial firms
26 Monday Dec. 3rd	Marketing Plans		Describe the components of a marketing plan and the role they play is developing a business plan
27 Thursday Dec. 6th	Final Exam Review & Preparation		



Course Outline
MKTG 1102 Essentials of Marketing

CASE STUDY

Set Number

GROUPS	Team #1	Team #2	Team #3	Team #4	Team #5
Case 1	Oral Presentation (10%) 20 Minutes	Written Report (7%) 4 Pages	Written Report (7%) 4 Pages	Critique (3%) 1 Page Summary per student	Mark (3%) 1 Page Summary per student
Date					
Case 2	Written Report (7%)	Oral Presentation (10%)	Written Report (7%)	Mark (3%)	Critique (3%)
Date					
Case 3	Critique (3%)	Mark (3%)	Oral Presentation (10%)	Written Report (7%)	Written Report (7%)
Date					
Case 4	Mark (3%)	Written Report (7%)	Critique (3%)	Oral Presentation (10%)	Written Report (7%)
Date					
Case 5	Written Report (7%)	Critique (3%)	Mark (3%)	Written Report (7%)	Oral Presentation (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.