

School of Business

MKTG 2334
Applied Sales & Marketing

Start Date: September 10, 2001 *End Date:* December 14, 2001

Course Credits: **3**

Hours/Week: **Lecture: 1 Lab: 2**

Taught to: **MGTS 3 A,B,C,D**

Prerequisite: **MKTG 1102**

Instructor: Cindy McPherson

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Office Hours: TBA

Course Description: Focuses on applying the marketing concepts from the introductory marketing course. Emphasizes the development of personal selling skills, customer relationships, conflict resolution and negotiation skills within the marketing environment.

Course Goals:

Understand, perform and evaluate sales presentations

Understand initiating and maintaining customer relationships.

Understand, perform and evaluate conflict resolution and business negotiation within a principled negotiation context.

Evaluation:

Final Examination	20%
Mid Term Examination	20%
Attendance, Attitude and Participation	10%
Individual Written/Oral Assignments	10%
Group Projects	40%
Total	100%

Learning Resources:

Please note that there is no required text for this course but the following are some suggested titles to complement this course.

ABC's of Relationship Selling, 1st Canadian Edition

Futrell, Mitchell, Singer

Getting to Yes: *Negotiating Agreement without Giving In*

Getting Past No: *Negotiating with Difficult People*

Raving Fans

Customers for Life

Course Notes (Policies and Procedures):

1. **Attendance:** The attendance policy as outlined in the BCIT calendar will be followed. Students are expected to be in attendance for all scheduled Lecture and Lab time. For this course, excessive absence will consist of missing more than the equivalent of three Lab hours for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student shall be disqualified from writing the final exam.
2. **Exam Marks:** The student is required to achieve a pass (50%) on the combined marks of the Mid-term Exams and Final Exam in order to receive credit for Assignments and Group Work.
3. **Exam Schedules:** The Mid-term exams and Final exam must be written on scheduled dates at scheduled times. **No makeups on exams.**
4. **Assignment Completion:** The student is required to complete and submit every assignment to successfully complete this course if any assignment is not completed a mark of zero will be received for all assignments.
5. **Late Assignments:** Since effective time management skills are an important success factor in business, course assignments submitted after the time and date due shall be

considered late. A late penalty of 5% per school day will apply to the mark on the assignment.

6. **Writing Skills:** Since a high level of written communication skills is important for success in any career in business, spelling, grammar and sentence construction will be considered in assigning marks. Up to 10% of the marks for an assignment will be deducted for deficiencies in the above.
7. **Back up Copies:** The student is required to keep a back-up copy of all written submissions, and be prepared to provide the instructor with a second copy of any submissions, upon request.
8. **Examinable Material:** Case examples, guest speakers, role-play exercises, videos, demonstrations and discussion may be presented during lectures, which are intended to supplement, not duplicate, course readings. The combination of readings and material covered in Lectures and Labs will assist the student to successfully complete assignments, and shall be eligible material for all exams.
9. **Participation and Attendance Mark:** The participation grade shall be based upon the degree to which the student:
 - Arrives for Lectures and Labs on time,
 - Asks questions which are relevant and pre-thought,
 - Volunteers and contributes valuable ideas during class discussion,
 - Contributes to team and group activities,
 - Demonstrates professionalism and willingness to participate in role-plays and exercises,
 - Demonstrates ability to focus attention on the task at hand during Lectures and Labs, and
 - Enhances the learning environment for fellow students.
1. **Cheating:** "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)
11. **Changes:** The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced on the course website and in class.