



A POLYTECHNIC INSTITUTION

School of Business
Program: Marketing Management
Option: First Year Marketing

MKTG 1102
Essentials of Marketing

Start Date: September 3, 2002

End Date: December 13, 2002

Total Hours: 45 **Total Weeks:** 15

Term/Level: 1 **Course Credits:** 3.0

Hours/Week: 3 **Lecture:** 2 **Lab:** 1

Shop: n/a **Seminar:** n/a **Other:** n/a

Prerequisites

Course No. Course Name
Successful
Entry to BCIT

MKTG 1102 is a Prerequisite for:

Course No. Course Name
MKTG 2202 Introduction To Marketing
Communications
MKTG 2243 Professional Sales

■ **Course Description**

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 teamwork, as well as 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.*

■ **Evaluation**

- Final Exam 30%
- Midterm Quiz 25%
- Case Study Projects 35%
- Class Participation 10%
- TOTAL 100%

Comments: Failure to achieve 50% on the combination of the midterm and final exams will result in a 0% for all other projects, assignments and participation/attendance marks, resulting in a failure in the course.

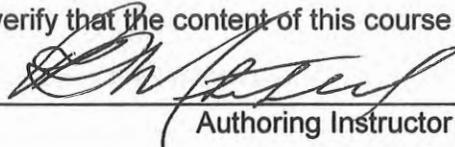
■ **Course Learning Outcomes/Competencies**

- See page 6 of this outline for weekly learning outcomes
- See page 5 and 6 for weekly reading assignments
- See learning outcomes for case studies attached to this outline, pages 8,9 and 10.

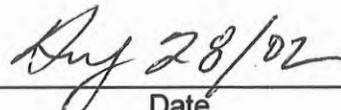
Note: dates to remember this fall are: Shinerama Sept. 18th, , Thanksgiving Oct.14th, Mid Term Week Assigned on a course by course basis, Remembrance Day Nov. 11th. TBA – George Tidball Series speaker.

■ **Verification**

I verify that the content of this course outline is current.

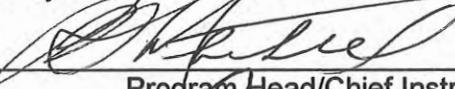


Authoring Instructor

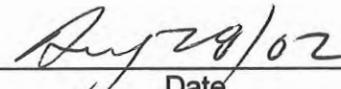


Date

I verify that this course outline has been reviewed.

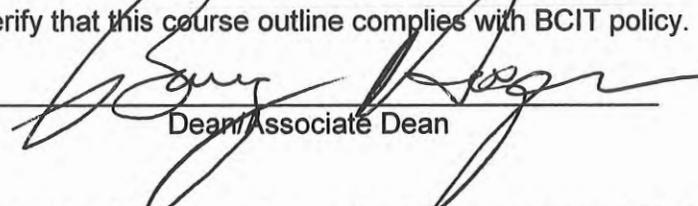


Program Head/Chief Instructor

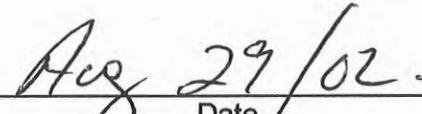


Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean



Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

■ Instructor(s)

Pete Mitchell	Office Location: SE6 312 Office Hrs.: As posted	Office Phone: 604-451-6767 E-mail: pmitchel@bcit.ca Address:
Joe Freeburn	Office Location: SE6 314 Office Hours: As posted	Office Phone: 604-432-8445 E mail: Joe_Freeburn @bcit.ca

■ Learning Resources.

Required:

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

Recommended: Numerous resources are available to the student on the course support Web site including:

- Marketing Magazine
- Advertising Age
- Strategy Magazine
- Financial Post
- Globe and Mail, Report on Business

■ Information for Students

(Information below can be adapted and supplemented as necessary.)

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

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. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

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.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent. Successful completion of the course depends on the student attending 90% of the course lectures and labs, passing the cumulative of the midterm and final exam, as well as successful completion of the course group case projects and any individual assignments. Excessive absence will be deemed to have missed more than 10% of the lectures and labs. Upon notification and failure to provide acceptable explanation, the student will be disqualified from writing the final exam. Attendance and participation marks will be based on your attendance and contribution to class discussion on a weekly basis. You can expect to be called upon frequently throughout the course to give your views on the issues being discussed. You are responsible for reviewing the material assigned for each session before it is covered in class – this will enable you to participate effectively in class activities. The level of

participation and contribution observed by the instructor will be the principal factor in determining the marks awarded for participation.

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

■ Assignment Details

Attached to this course outline



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

Course Map

Week/ Lecture Number	Material Covered	Ref/ Chapter	Outcomes (Learning Objectives)
1 Lecture # 1 TH/Sept 5	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.
2 TU/Sept 10 TH/Sept 12	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
3 TU/Sept 17 TH/Sept 19	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.
4 TU/Sept 24 TH/Sept 26	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
5 TU/Oct 1 TH/Oct 3	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.
6 TU/Oct 8 TH/Oct 10	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.

7 TU/Oct 15	<u>Mid-term Exam</u>	Chapters 1-9 inclusive	Held In Lecture Time Slot
TH/Oct 17	Product Strategy	10	To explain the Product Life Cycle, consumer adoption process and differentiate between business and consumer products
8 TU/Oct 22	Product Management	11	To introduce the concepts of the marketing mix, organizing for new product development and packaging
TH/Oct 24	Marketing Services	12	To discuss the similarities and differences in marketing of services and products
9 TU/Oct 29	Price Determination	13	To identify the elements critical to effective pricing
TH/Oct 31	Managing the Pricing Function	14	To discuss the components of pricing strategy and tactics.
10 TU/Nov 5	Channel and Distribution Strategy	15	Discuss the role and importance of distribution, types of distribution strategies available, wholesaling and channel decisions.
TH/Nov 7	Retailing	16	To explain the evolution of retailing, categorize retailers and explain retail concepts.
11 TU/Nov 12	Marketing Communications Strategy	18	Overview of the communications role in marketing from a strategic viewpoint.
TH/Nov 14	Marketing Communications Strategy		
12 TU/Nov 19 TH/Nov 21	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.
13 TU/Nov 26	Not-For Profit Marketing	21	To apply the marketing concept to a non-profit environment.
TH/Nov 28	The One-To-One Future	Instructor Notes	Applying the basic principals of Marketing to the online environment.
14 W/O Dec 2 FINALS	Final Exam Review		
15 W/O Dec 9	Final Exam will be scheduled in a formal exam week. You will be notified as to timing and room.		



Course Outline
 MKTG 1102 Essentials of Marketing

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

Your Group Name/Letter

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

For your group's assignments, read below. All groups deal with all four cases, doing one task or another. There will be on case that all will do as a 'warm up'.

Every group has to make **one oral** presentation of the chosen case, write **two** four-page reports (these are **Team reports**, not individual reports) on two other cases, , and **critique** a fourth case. When critiquing, the team is to submit a one-page report Immediately following the presentation. You will be asked to leave the room, you will have approximately ten minutes to prepare the critique and will return and present the critique to the class.



Course Outline
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**Oral / Written Presentations
 Case Discussion & Preparation Guide**

Outline	Guide Questions
<p>Case Synopsis (only for oral) * A summary of the major events and facts</p>	<p>Familiarize yourself with the case by answering: 1. What is the case generally about? 2. What are the main facts, characters & events?</p>
<p>Problem Identification* Define the main problem in question form, in one sentence.</p>	<p>Diagnose the case problem by answering: 1. What is the problem of the case? State clearly in a sentence, in question form.</p>
<p>Findings 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).</p>	<p>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?</p>
<p>Perform a SWOT analysis</p>	<ol style="list-style-type: none"> 1. Organizational Strengths 2. Organizational Weaknesses 3. Environmental Opportunities 4. Environmental Threats
<p>Evaluation of Alternatives</p> <ul style="list-style-type: none"> • State three alternatives and evaluate the advantages and disadvantages of each alternative. • For each alternative, state three advantages and 3 disadvantages. 	<p>Develop solutions and evaluate each by answering:</p> <ol style="list-style-type: none"> 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?
<p>Solution * State the chosen alternatives solution with a supporting argument. * Consider the cost of your recommendation(s) * State how you will implement the solution.</p>	<p>Make a decision by answering:</p> <ol style="list-style-type: none"> 1. How do the alternative solutions compare in terms of their advantages and disadvantages? 2. Which of the alternative solutions seems best?
<p>Plan Of Action * List step-by-step how the chosen alternative solution would be implemented.</p>	<p>Plan the implementation of the solution by answering:</p> <ol style="list-style-type: none"> 1. How should the plan be implemented? 2. Who should implement the solution?
<p>Concepts Used from Course * List two or three major concepts used in the case study.</p>	<p>1. Which course concepts or research findings helped develop the case preparation?</p>



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:

- Problem – state in one or two sentences, the **main** problem, in question for
- State facts in the case relating to the problem onl
- 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.



Course Outline

Guidelines for Marking the Oral Case Presentation

***This is the format to be used by the instructor for marking all presentations.
NOTE: Professional business dress is required for these presentations and
PowerPoint is the expected presentation technology***

- /2 Problem clearly identified and stated in question form?
- /2 Facts relevant to the problem outlined, and assumptions made where necessary?
- /2 Evidence of secondary or primary research and quality of research used in solving the problem?
- /4 SWOT analysis is relevant and displays an understanding of the concept.
- /5 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 %



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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)

Group Critiquing : (First and Last Names)

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.