



A POLYTECHNIC INSTITUTION

School of Business

Program: Business Administration - Full time Studies

Option: Human Resources and International Trade

Financial Management – All Sets

MKTG 1102
Essentials of Marketing

Start Date: September 3, 2002

End Date: December 2002

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

Term/Level: 2002 **Course Credits:** 3

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

Shop: **Seminar:** **Other:**

Prerequisites

Course No. **Course Name**

Admission to
BCIT

MKTG 1102 is a Prerequisite for:

Course No. **Course Name**

MKTG 2202 Integrated Marketing Communications

■ **Course Description (required)**

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.

■ **Evaluation**

Final Exam	30
Midterm Exam	25
Cases and Presentations	35
Class Participation	10
TOTAL	100%

Comments: ***"Failure to achieve 50% or more on the combination of the midterm and final exams will result in a 0% being assigned for all other projects, assignments, and participation/attendance marks, resulting in a failing grade for this course"***

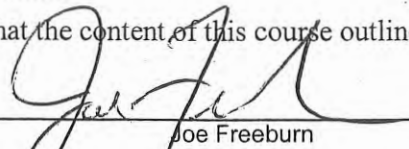
Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to: (see attached lecture schedule for detailed outcomes)

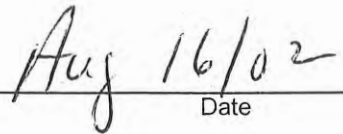
- employ time-management skills.
- cultivate proactive group-think conduct, responsibility, accountability and professionalism that foster team spirit and success.
- Work effectively and proactively in a group/team environment that is able to meet deadlines.
- Comprehend and identify weekly learning outcomes and reading assignments.

■ **Verification**

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

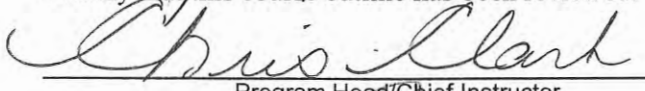


Joe Freeburn

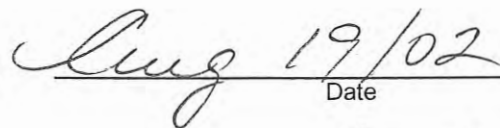


Date

I verify that this course outline has been reviewed.

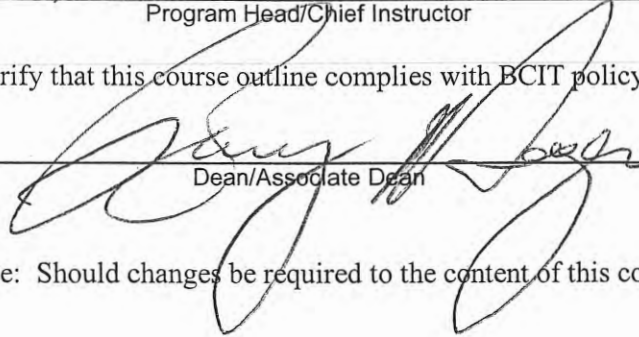


Program Head/Chief Instructor

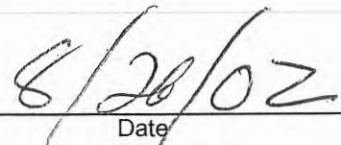


Date

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) Joe Freeburn**

Office Location: SE6 - 314
Office Hrs.: TBD

Office Phone: 432-8445
E-mail Address: joe_freeburn@bcit.ca

■ **Learning Resources**

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

Recommended:

Marketing Magazine, Adweek (all are available at the BCIT library)

■ **Information for Students**

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. Attendance will be taken at labs for this course; you cannot miss more than 10% of the required labs.

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**

- see attached outline for Case Work.

Schedule

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

Lecture Number	Material Covered	Ref/ Chapt	Outcomes (Learning Objectives)
1 Friday Sept. 6th	Introduction		Orientation to the course Handout Course Outline
2 Tuesday Sept.10th	Marketing's Role	1	Welcome to the World of Marketing Define basic marketing terminology and the impact of marketing on day-to-day activities in all fields of business
3 Friday 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 Tuesday 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 Friday 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 Tuesday Sept.24th	Market Information and Research	5	Describe the marketing research process Describe some research techniques available
7 Friday Sept.27th	Consumer Behavior	6	Describe the factors that contribute to a consumer purchase Explain the pre-purchase, purchase and post-purchase activities
8 Tuesday Oct. 1st	Business to Business Marketing	7	Describe and explain how marketing differs with organizational markets
9 Friday Oct. 4th	Target Marketing	8	Explain how marketers evaluate and select potential market segments Explain how target market strategies are developed
10 Tuesday Oct. 8th	Creating a Product	9	Explain the layers of a product, their classifications and product life cycles

11 Friday Oct. 11th	Course Review/Mock Exam		Trial run to see how much work you really have to do!
12 Tuesday Oct. 15th	Midterm		Midterm
13 Friday Oct. 18th	Product Management	10	Explain the different product objectives and strategies a firm may choose based on PLC, branding, packaging and labelling
14 Tuesday Oct. 22nd	Service Marketing	11	Explain how marketers measure service quality based on the primary characteristics of services
15 Friday Oct. 25th	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
16 Tuesday Oct. 29th	Pricing Methods	13	Explain pricing tactics for individual and multiple products based on the psychological, legal and ethical aspects of business
17 Friday Nov. 1st	Channel Management and Physical Distribution	14	Explain what a distribution channel is and what functions/costs are associated with different channel strategies
18 Tuesday Nov. 5th	Retailing/E-tailing	15	Define retailing and describe how retailers evolve over time
19 Friday Nov. 8th	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
20 Tuesday Nov. 12th	Advertising	17	Describe the major types of advertising and how advertisers evaluate the effectiveness of a campaign
21 Friday Nov. 15th	Advertising Continued	17	Conclusion of Chapter 17

22 Tuesday Nov. 19th	Sales Promotion, Public Relations and Personal Selling	18	Explain the role of public relations and how PR campaigns are developed
23 Friday Nov. 22th	Sales Promotion, Public Relations and Personal Selling	18	Explain the role of public relations and how PR campaigns are developed Conclusion of Chapter 18
24 Tuesday Nov. 26th	Multinational marketing		Explain the role of international marketing is supporting a firms growth Describe international strategies appropriate for financial firms
25 Friday Nov.29th	Marketing Plans		Describe the components of a marketing plan and the role they play is developing a business plan
26 Tuesday Dec. 3rd	Final Exam Review & Preparation		
27 Friday Dec. 6th	Final Exam Review & Preparation		
28 Dec. 9-13	Final Exam to be Scheduled		



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 (10%) 4 Pages	Written Report (10%) 4 Pages	Critique (5%) 1 Page Summary per student	Written Report (10%) 4 pages
Date					
Case 2	Written Report (10%)	Oral Presentation (10%)	Written Report (10%)	Written Report (10%)	Critique (5%)
Date					
Case 3	Written Report (10%)	Critique (5%)	Oral Presentation (10%)	Written Report (10%)	Oral Presentation (10%)
Date					
Case 4	Critique (5%)	Written Report (10%)	Critique (5%)	Oral Presentation (10%)	Written Report (10%)
Date					
Total	35%	35%	35%	35%	35%

Your Group Letter: _____

Members:

1. _____
2. _____
3. _____
4. _____
5. _____

(The instructor will randomly select Group members)

Case Discussion & Preparation Guide Oral and Written

Outline	Guide Questions
Case Synopsis (only for oral) * 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?
Problem Identification * 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.
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).	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?
Evaluation of Alternatives <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. 	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?
Solution * State the chosen alternatives solution with a supporting argument. * Consider the cost 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?
Plan Of Action * 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?
Concepts Used from Course * List two or three major concepts used in the case study.	1. Which course concepts or research findings helped develop the case preparation?

Please note that this is an outline as we get deeper into the course material you may be required to revise certain sections.



Outline Case Study – Written Report

This is a short, concise business report. The contents may be written in point form but must adhere to professional format – i.e. full sentences, grammatically correct. Please do a spell check before printing your report – business people hate typos!!

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 & MARKING

/10	Problem	State in one or two sentences, the main problem, in a question form.
/10	Facts/Assumptions	State facts in the case relating to the problem only. Assumptions will be from the case and/or research.
/25	Research Summary	Summarize the facts obtained from the research.
/30	Alternatives	State three alternatives with three advantages and three disadvantages.
/15	Solution	Solution and implementation.
/5	Concepts	Concepts used from the course.
/5	Bibliography	Identify all research information sources used.
/100	TOTAL	

Report must be typed 12 font, double spaced and the body limited to **four pages**. (You may use Appendix where necessary)



Guidelines for Marking the Oral Case Presentation

This is the format that the instructor will be using to mark the oral presentation

Names of Group Being Marked _____

- No mark if an item is not covered
 - Partial mark for each item covered; full mark only for exceptionally good coverage.
- | | |
|-------------|--|
| /10 | Main problem is clearly identified and stated in one sentence. |
| /10 | Facts are relevant to the problem outlined and assumptions have been made where necessary. |
| /25 | Evidence of quality primary and secondary research. |
| /30 | Three alternatives with three advantages and three disadvantages were presented. |
| /10 | Does the proposed solution solve the problem stated satisfactorily? |
| /5 | Concepts learned in the course have been identified. |
| /10 | How was the overall presentation format? i.e. effectiveness of communication, Q&A, etc |
| /100 | Total marks awarded |

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 evidenced 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

Group Being Critiqued: (Names)

Group Critiquing: (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**