



A POLYTECHNIC INSTITUTION

School of Business  
Program: BUSA A, B  
Option:

**MKTG 1113**  
**Essentials of Marketing**

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**Start Date:** January 3rd, 2007

**End Date:** May 25th, 2007

**Total Hours:** 60    **Total Weeks:** 20

**Term/Level:** 2    **Course Credits:** 3.0

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

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

**Prerequisites**

**MTKT 1113 is a Prerequisite for:**

**Course No.    Course Name**

**Course No.    Course Name**

Successful  
Entry to BCIT

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**Course Description**

Designed to provide the student with an overview of the marketing concept and how it can be applied to any type of organization or service. Includes the controllable and uncontrollable elements of marketing, strategic planning, market characteristics, marketing research techniques, market segmentation and target market selection.

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	30%
• Lab Projects and Participation	15%
<b>TOTAL</b>	<b>100%</b>

**Comments:** Failure to achieve 50% or more on: the combination of the exams (midterm + final), and the individual assignments/participation marks; will require 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course.

### **Course Learning Outcomes/Competencies**

1. Explain the role of consumer behaviour and how it is influenced by environmental factors, and individual factors.
2. Explain and give examples of key product concepts including product differentiation, positioning, branding, and the product life cycle.
3. Explain and give examples of the different pricing methods and factors that can influence pricing strategies.
4. Explain and give examples of the role and importance of distribution, types of distribution strategies available, wholesaling and channel decisions.
5. Identify the distinctive features of business markets and provide an overview of the buying process between buyers and sellers. Differentiate between consumers and business buyers.
6. Discuss the five major types of market segmentation in consumer and business markets. Explain the factors underlying market segmentation strategy choices.
7. Explain how target market strategies are developed.
8. Describe the role of marketing research information in decision-making and risk reduction.
9. Differentiate between primary and secondary research. Demonstrate a familiarity with secondary resources used in marketing decision. Explain how to use research methods in developing marketing strategies.
10. Discuss the similarities and differences in marketing of services and products.
11. Describe the role of Internet Marketing and examine its scope and importance in the marketing mix.
12. Explain the role of advertising, sales promotion, direct marketing, personal selling, public relations, and publicity. Explain the concept of positioning within market segments.
13. Describe the components of a basic marketing plan. Discuss the importance of a strategic orientation for marketing. Demonstrate a thorough understanding of SWOT analysis as it applies to current marketing examples. Recognize and discuss the non-controllable elements of the marketing environment and how they impact upon the marketing program.
14. Discuss the concepts that underlie international business. Explain the role of international marketing in supporting a firm's growth.

**Note: dates to remember this winter/spring are: BCIT Professional Development Day February 21st, Mid Term Week March 5 - 9<sup>h</sup>, Spring Break March 12-16, Easter: Good Friday April 6<sup>h</sup>, Easter Monday April 9<sup>h</sup> Victoria Day May 21<sup>st</sup>.**

**Verification**

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

  
\_\_\_\_\_  
Nancy Barker, Authoring Instructor

12-20-06  
\_\_\_\_\_  
Date

I verify that this course outline has been reviewed.

  
\_\_\_\_\_  
Pete Mitchell, 1<sup>st</sup> Year Marketing Coordinator

12-20-06  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Bill Hooker, Program Head

12/20/06  
\_\_\_\_\_  
Date

I verify that this course outline complies with BCIT policy.

  
\_\_\_\_\_  
Dean/Associate Dean

Dec 20/06.  
\_\_\_\_\_  
Date

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

### Instructor(s)

Nancy Barker

Office Location: SE6 316

Office Phone: 604-451-6764

Office Hrs.: As posted

E-mail Address: Nancy\_Barker@bcit.ca

### Learning Resources

#### **Required:**

**Marketing: An Introduction: Second Canadian Edition:** Armstrong, Kotler, Cunningham, Mitchell, Pearson Education

#### **Recommended:**

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

### 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. 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

<b>Week/ Lecture Number</b>	<b>Material Covered</b>	<b>Ref/ Chapter</b>	<b>Outcomes (Learning Objectives)</b>
<b>1 Mon/Jan 1</b>	No Classes on Jan 2nd		
<b>2 Mon/Jan 8</b>	Orientation Recap of Course Outline  Marketing: Managing Profitable Customer Relationships	Course Outline Notes  1	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.  To define marketing, customer value, satisfaction and analyze marketing's role in the new 'connected' marketplace
<b>3 Mon/Jan 15</b>	Team Skills  Strategic Planning and The Marketing Process	2	Discuss how to design business portfolios and growth strategies based on the understanding of corporate strategic and marketing planning
<b>4 Mon/Jan 22</b>	SWOT  Marketing in The Internet Age	*13	To identify the forces shaping the Internet age and how marketers can react to these changes in the context of e-marketing strategies
<b>5 Mon/Jan 29</b>	The Marketing Environment  Managing Marketing Information	4  5	To introduce the environmental forces which affect a company's ability to serve their customers. To explain the importance of information to the company and, how information is gathered and distributed and to outline the marketing research process
<b>6 Mon/Feb 5</b>	Consumer and Business Buyer Behaviour	6	To discuss individual, group and environmental factors as they apply to consumer purchase behavior. 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>Mon/Feb 12</b>	Market Segmentation	7	To define the steps in identifying target markets, marketing segmentation and positioning and to identify the bases used for segmenting markets such as demographics and psychographics.
<b>8</b> <b>Mon/Feb 19</b>	Product and Services Strategy Mid Term Review  New Product Development and PLC Strategies	8  9	To explain the consumer adoption process and differentiate the segments of this process  Explain how companies find and develop new products within the stages of the Product Life Cycle and to explain how marketing strategies change at different Life Cycle stages.
<b>9</b> <b>Mon/Feb 26</b>	Pricing Products: Pricing Considerations and Strategies	10	To identify the elements critical to effective pricing To discuss the components of pricing strategy and tactics
<b>10</b> <b>Mon/Mar 5</b>	<b><u>Mid-term Exam</u></b>		To be held in lecture time slot (2 hrs)
<b>11</b> <b>Mon/Mar 12</b>	Reading Week/Spring Break  Classes Cancelled		
<b>12</b> <b>Mon/Mar 19</b>	Marketing Channels and Supply Chain Management	11	Discuss the role and importance of distribution, types of distribution strategies
<b>13</b> <b>Mon/Mar 26</b>	Retail and wholesaling	11	Examining the evolution of the retail and wholesale lines of distribution with specific focus on the BC economy
<b>14</b> <b>Mon/Apr 2</b>	Integrated Marketing Communications: Advertising, Sales Promotion and Public Relations	12	Understanding the importance of and applying coordinated marketing efforts resulting in increased target market awareness and purchase

<b>15</b> <b>Mon/Apr 9</b>	EASTER MONDAY  Lecture CXLED		
<b>16</b> <b>Mon/Apr 16</b>	Integrated Marketing Communications: Direct Marketing	12	To discuss the tools available for marketers in communicating with customers or consumers with a focus on direct marketing and "one-to-one" future
<b>17</b> <b>Mon/Apr 23</b>	Integrated Marketing Communications: Direct Marketing	12	To discuss the tools available for marketers in communicating with customers or consumers with a focus on direct marketing and "one-to-one" future
<b>18</b> <b>Mon/Apr 30</b>	Marketing and Society: Social responsibility and marketing Ethics	*3	Identify major criticisms of marketing, explain the role of socially responsible marketing and explain marketing ethics
<b>19</b> <b>Mon/May 7</b>	The Global Marketplace	n/a (4)	Introduce the International trade system and how economic, socio-political and cultural environments affect a company's global marketing strategies
<b>20</b> <b>Mon/May 14</b>	Course Review	Notes	A summary approach to materials covered, with a focus on case application
<b>Monday May 21 VICTORIA DAY SCHOOL CLOSED</b> <b>FINALS – May 22 - 25</b> Final Exam will be scheduled in a formal exam week. You will be notified as to timing and room.			



**Lab Outline  
MKTG 1113  
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 (7.5%) 20 Minutes 5 minutes Q&A	Written Report (7.5%)	Written Report (7.5%)	Written Report (7.5%)
<b>Case 3</b>  <b>Date TBA</b>	Written Report (7.5%)	Oral Presentation (7.5%) 20 Minutes 5 minutes Q&A	Written Report (7.5%)	Written Report (7.5%)
<b>Case 4</b>  <b>Date TBA</b>	Written Report (7.5%)	Written Report (7.5%)	Oral Presentation (7.5%) 20 Minutes 5 minutes Q&A	Written Report (7.5%)
<b>Case 5</b>  <b>Date TBA</b>	Written Report (7.5%)	Written Report (7.5%)	Written Report (7.5%)	Oral Presentation (7.5%) 20 Minutes 5 minutes Q&A

**Your Group Name/Letter**

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

**For your Team's assignments.**

All groups deal with all four cases, doing one task or another. There will be a case that all will do as a 'warm up'.

Every Team has to make **one oral** presentation of the chosen case, write **three** case solutions. These are **Team reports**, not individual reports and all Team members will share equally in the marks assigned unless a Peer Evaluation by the Team decides otherwise.



Course Outline  
MKTG 1113 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. Create an objective from this problem identification	Diagnose the case problem by answering: 1. What is the problem of the case? State clearly in a sentence, in question form, followed by your objective
<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>Perform a SWOT analysis</b>	1. Organizational Strengths 2. Organizational Weaknesses 3. Environmental Opportunities 4. Environmental Threats
<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 alternative/s 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 major concepts used in the case study.	1. Which course concepts or research findings helped develop the case preparation and why?



## ***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, formatted 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 and advise your lab instructor.**

### **CONTENTS:**

- Problem – state in one or two sentences, the **main** problem, in question form. From that question state your objective.
  - State facts in the case relating to the problem only.
  - Discuss your competition
  - Identify your current and/or potential target market.
  - SWOT analysis
  - 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).

**Assignments are due at the beginning of labs. Late assignments will not be graded.**

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

Oral Presentation	7.5% of grade
3 Written Reports	22.5% of grade
<b>No marks if you miss your group's oral presentations.</b>	





### 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***

Problem clearly identified and stated in question form?

Facts relevant to the problem outlined, and assumptions made where necessary?

Evidence of secondary or primary research and quality of research used in solving the problem?

SWOT analysis is relevant and displays an understanding of the concept.

At least three alternatives discussed with three advantages and three disadvantages of each?

Does the proposed solution solve the problem stated satisfactorily?

Any concepts learned in the course applied?

How was the overall presentation format such as effectiveness of communication, answers to questions, participation by each member, utilization of time (20) minutes, etc?

For Each Item:

Not Covered / Poor

0 – 50 %

Adequate

50 – 60 %

Good

60 – 70 %

Very Good

70 – 80 %

Excellent

80 – 100 %

**Marketing 1113  
Lab Map**

<b>Week/ Lab Number</b>	<b>Material Covered</b>	<b>Required Participation</b>
<b>1 W/O Jan 2</b>	Orientation Course Outline	To familiarize the student with overall course objectives, define learning process for labs and communicate expectations for course participation.
<b>2 W/O Jan 08</b>	Team Skills	Expose students to Team Skills requirements for the course.  In labs: Create Learning Teams Team Skills Exercise Team Charters
<b>3 W/O Jan 15</b>	Case Method Discussion	Team Photographs Hand In Team Charters Familiarize learners with case study approach to Marketing problems. Hand Out Test Case
<b>4 W/O Jan 22</b>	All Teams Present Test Case (See Case Study Details)	Each team will present their test case to the class. Hand Out Case 1 Assign Mini-Project 1
<b>5 W/O Jan 29</b>	Mini Project 1 Discussion Case 1 Review	Mini-Project discussion and hand in one page summary. Discuss key issues of Case 1
<b>6 W/O Feb 5</b>	Presentation Skills	Practical presentation skill workshop Provides structure for success and clarifies expectations for presentations
<b>7 W/O Feb 12</b>	Team 1 Presents Case 1	Team 1 Professional Presentation All other Teams submit written case solutions
<b>8 W/O Feb 19</b>	BCIT Professional Development Day	Labs are cancelled
<b>9 W/O Feb 26</b>	Case 2 review	Hand out Case 2
<b>10 W/O Mar 5</b>	Team 2 Presents Case 2	Team 2 Professional Presentation All other Teams submit written case solutions Assign Mini-Project 2

<b>11</b> <b>W/O Mar 12</b>	March Break	
<b>12</b> <b>W/O Mar 19</b>	Mini-Project 2 Discussion	Mini-Project discussion and hand in one page summary.
<b>13</b> <b>W/O Mar 26</b>	Case 3 review	Hand out Case 3 Assign Mini-Project 3
<b>14</b> <b>W/O Apr 2</b>	Mini-Project 3 Discussion	Mini-Project discussion and hand in one page summary. Discuss key issues of Case 3
<b>15</b> <b>W/O Apr 9</b> <b>EASTER</b> <b>MONDAY</b>	Team 3 Presents Case 3	Team 3 Professional Presentation All other Teams submit written case solutions.
<b>16</b> <b>W/O Apr 16</b>	Mini-Project 4 Discussion	Assign Mini-Project 4
<b>17</b> <b>W/O Apr 23</b>	Case 4 review	Hand out Case 4 Mini-Project discussion and hand in one page summary. Discuss key issues of Case 4
<b>18</b> <b>W/O Apr 30</b>	Team 4 Presents Case 4	Team 4 Professional Presentation All other Teams submit written case solutions. Assign Mini-Project 5
<b>19</b> <b>W/O May 7</b>	Mini-Project 5 Discussion	Mini-Project discussion and hand in one page summary.
<b>20</b> <b>W/O May 14</b>	Final Exam Review Peer Evaluations Course Evaluation	
<b>Week 21</b> <b>W/O 22-25</b> <b>FINALS</b>		

### Mini-Projects

Unlike the case studies which require team-based participation, the Mini-Projects are individual assignments.

Marks for the min-projects are included as part of the 15% allocated for 'Lab Projects and Participation.'

Mini-Project	Due date Week of:	Format	Resources
1	January 29	Professional hand-in and class discussion	<a href="http://www.environics.ca">www.environics.ca</a> Environics research On-line surveys <a href="http://3sc.environics.net/surveys/3sc/main/3sc.asp">http://3sc.environics.net/surveys/3sc/main/3sc.asp</a>
2	March 19	Professional hand-in and class discussion	<a href="http://www.hotproductnews.com">www.hotproductnews.com</a>
3	April 2	Professional hand-in and class discussion	Student Choice – see project description
4	April 16	Professional hand-in and class discussion	<a href="http://www.bplans.com/sp/">http://www.bplans.com/sp/</a> "Sample Marketing Plans" Bed and Breakfast Vineyard
5	May 7	Professional hand-in and class discussion	Product Life-Cycle exercise Hand-out

#### Mini-Project 1

Visit the site designated for this project and complete the on-line survey available to you. After completion of the survey you will be allocated to a 'tribe.' Find the details of the characteristics of your 'tribe' by clicking on the 'Connect to your Tribe' link.

Prepare a ONE-PAGE, professionally done document for submission to your lab instructor, discussing what characteristics of this 'tribe' reflects you as a CONSUMER. Also determine and describe what characteristics do not describe your consumption habits.

Come to class prepared to discuss this with your classmates.

#### Mini-Project 2

Go to the "Hot Products News" web site and from the available categories of products and services choose one and prepare a professionally done one page hand-in discussing your chosen product or service. In your discussion, define what you believe to be the primary marketing challenge for this product or service to be successful and your 'best guess' as to whether the product or service will become a commercially successful product. Be prepared to discuss in class.

#### Mini-Project 3

Go to any retailer that sells consumer products – examples, London Drugs, Home Depot, Staples, Any Supermarket, and search the aisles for evidence of consumer promotion activity. This could be an on-shelf coupon, end-aisle feature display, a contest or sweepstakes etc. Secure as much physical evidence as possible e.g. the coupon or tear-off for a promotion. Then go to the Web site of the marketer whose promotion you have chosen and search the site for evidence of the promotion you have found at retail. Prepare a professionally done one page hand-in discussing the elements of the promotion you found at retail and whether the marketer's web site noted any reference to your retail experience. If there was no

reference to the retail promotion on the web site discuss the possible reasons and provide some conclusions as to the effectiveness of this tactic. Be prepared for a class discussion.

**Mini-Project 4**

Go to the designated web site. This is a sample marketing Plan for a small tourism related business. Review the marketing plan and indicate elements of the content of the marketing plan as they relate to material that we have covered in the course. Prepare a professional one page hand-in and be prepared to discuss in class.

**Mini-Project 5**

This final project will be provided to you a week in advance of the submission date. It will involve you determining the strategic implications over the course of the product life-cycle at the time of a new product launch.