



A POLYTECHNIC INSTITUTION

School of Business

Option: INTT 2A, B, OPMT 2A, B

**Marketing 1115**  
**Introduction to Marketing****Start Date:** January 3, 2007**End Date:** March 9, 2007**Total Hours:** 30 **Total Weeks:** 10**Term/Level:** 2 **Course Credits:** 2.0**Hours/Week:** 3 **Lecture:** 1 **Lab:** 2**Prerequisites:** Successful Completion of Term 1 **Marketing 1115 is a Prerequisite for: Term 3****v Course Description**

The main focus of this course is to provide the student with an extensive overview of the marketing concept and its place within organizations. The emphasis throughout the course is upon the practical application of the concepts to real-life situations. Lectures are used to present the basic principles of marketing and the labs are used to apply these principles. Besides gaining a better appreciation of the marketing of products and services, the student should improve his or her skills in the solving of marketing problems as well as the communication of those solutions in a formal presentation setting.

**v Evaluation**

Final Examination	25%	<b>Comments:</b> Failure to achieve 50% or more on the combination of the exams (2 quizzes + final) and the individual assignment/participation marks; will require 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course.
Quizzes (4)	40%	
Individual Assignment (3)	30%	
Attendance & Participation	5%	
<b>TOTAL</b>	<b>100%</b>	

**v Course Learning Outcomes/Competencies**

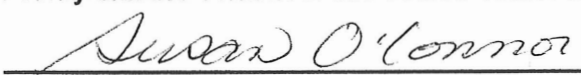
Upon successful completion, the student will be able to:


- Explain the role of consumer behaviour and how it is influenced by environmental and individual factors.
- Explain how target market strategies are developed.
- Discuss the five major types of market segmentation in consumer and business markets. Explain the factors underlying market segmentation strategy choices.
- Explain and give examples of key product concepts including product differentiation, positioning, branding, and the product life cycle.
- Discuss the similarities and differences in marketing of services and products.
- Explain and give examples of the different pricing methods and factors that can influence pricing strategies.
- 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.
- Explain how to use research methods in developing marketing strategies.

- Explain and give examples of the role and importance of distribution, types of distribution strategies available, wholesaling and channel decisions.
- Explain the role of advertising, sales promotion, direct marketing, personal selling, public relations, and publicity. Explain the concept of positioning within market segments.
- Choose the most effective distribution channel for moving a product through the distribution system
- 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.

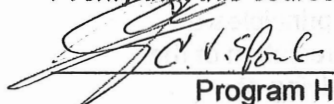
**v Verification**

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

  
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Authoring Instructor – Susan O'Connor

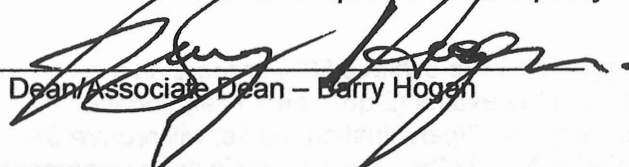
  
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Date

I verify that this course outline has been reviewed.

  
\_\_\_\_\_  
Program Head – Steve Turnball

\_\_\_\_\_  
Date

I verify that this course outline complies with BCIT policy.

  
\_\_\_\_\_  
Dean/Associate Dean – Barry Hogan

  
\_\_\_\_\_  
Date

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

**v Instructor: Susan O'Connor**

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		Office Fax:	604-439-6700
Office Hrs.:	As posted on office door	e-mail:	susan_oconnor@bcit.ca

## v Learning Resources

**Required:** Solomon, Stuart, Smith, Sirsi - Marketing: Real People, Real Decisions (Second Canadian Edition 2005) Toronto: Pearson Education

**Recommended:** Numerous additional resources are available to students, including:

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

## v 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. **Missing more than 10% of classes (i.e. ONE LAB) without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this 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.

**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.

**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.

**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.

**Examinable Material:** Case examples, guest speakers, role-play exercises, videos, assignments, 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.

**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 thoughtful
- 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.

**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.

### Schedule

Week of	Lecture Material Covered	Reference/ Reading	Labs	Lab Quizzes & Assignments
Week 1 January 3 - 9	What is Marketing? Strategic Marketing Decisions	Chapters 1, 2	What is Marketing? Strategic Marketing Decisions	
Week 2 January 10 - 16	Market Segmentation, Targeting & Positioning; Marketing Research	Chapters 3, 4	Market Segmentation, Targeting & Positioning; Marketing Research	Quiz: Chapters 1, 2
Week 3 January 17 - 23	Consumer & Business Buyer Behaviour	Chapters 5, 6	Consumer & Business Buyer Behaviour	Assignment 1: Chapters 3, 4 Due
Week 4 January 24 - 30	Product Strategy & Product Management	Chapters 7, 8	Product Strategy & Product Management	Quiz: Chapters 5, 6
Week 5 January 31 - February 6	Pricing Strategy	Chapter 9	Pricing Strategy	Assignment 2: Chapters 7, 8 Due
Week 6 February 7 - 13	Channels & Supply Chain Strategy;	Chapter 10	Channels & Supply Chain Strategy;	
Week 7 February 14 -20	Retailing & E-tailing	Chapter 11	Retailing & E-tailing	Quiz: Chapters 9, 10
Week 8 February 21 - 27	Integrated Marketing Communications; Communications Mix & Tactics	Chapters 12, 13	IMC Communications, Mix & Tactics	Assignment 3: Chapters 11 Due
Week 9 February 28 - March 7	Customer Satisfaction & Retention	Chapter 15	Customer Satisfaction & Retention	
Week 10 March 6 - 8	Final Exam Week		Final Exam: Chapters 12, 13, 15	Final Exam: Chapters 12, 13, 15
March 12 -16	Spring Break	Enjoy your week off!		

