



A POLYTECHNIC INSTITUTION

**School of Business**

**Program:** Marketing Management

**Option:** Professional Sales, Entrepreneurship, Marketing Communications,

**MKTG 4401  
Marketing Planning**

**Start Date:** January 3, 2007

**End Date:** May 25, 2007

**Total Hours:** 60 **Total Weeks:** 20  
**Hours/Week:** 3 **Lecture:** 2 **Lab:** 1

**Term/Level:** 4 **Course Credits:** 4

**Prerequisites**

**Course No.** **Course Name**

**All Level 1,2 and 3 MKTG Courses**

**Course Description**

This course integrates concepts learned throughout the Marketing Management program. This includes Corporate Strategic Analysis, Marketing Strategy, Environmental Scanning, SWOT, competitive analysis, customer segmentation, forecasting and business planning. The course is based on applying strategic analysis to evaluate opportunities, develop strategy, make business decisions and evaluate outcomes and ultimately to apply these concepts in preparing a formal marketing plan. The role and importance of planning and information for marketing decision-making is an underlying precept. The course content is designed to provide the student with a multidimensional learning environment including lectures, discussion, case studies, research, scholarly readings and apply these in preparation of a formal marketing plan.

**Evaluation**

Final Marketing Plan	20%
Final exam	30%
Midterm	20%
Corp. Strategy Presentation	10%
Reading Assignments,	10%
Participation, Professionalism and Attendance	10%
<b>TOTAL</b>	<b>100%</b>

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

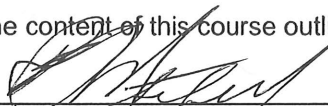
**Course Learning Outcomes/Competencies**

Upon successful completion, the student will be able to:

- Formulate and apply realistic, quantifiable business objectives, strategies and tactics.
- Research and discuss the current theoretical and practical applications of corporate and marketing strategy.
- Analyze controllable and uncontrollable environmental factors, competitive matrix, SPACE matrix and QSPM and evaluate as they apply to a marketing environment.
- Apply concepts learned in the Marketing Management diploma program to case studies, directed studies, and practicum.
- Develop and present corporate a mission statement and corporate marketing strategy.
- Develop a formal marketing plan.
- Assess corporate strategies and corporate marketing strategies developed and presented by peers.
- Develop the required inter-personal skills necessary to successfully participate in group decision-making and projects.

### Verification

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

  
Peter Mitchell Authoring Instructor

December 12, 2006

Date

I verify that this course outline complies with BCIT policy.

  
Barry Hogan 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)

Pete Mitchell

Office Location: SE 6 – 312  
Office Hrs.: Open door

Office Phone: (604) 451-6767  
E-mail Address: pmitchel@bcit.ca

### Learning Resources

#### **Required:**

**Strategy and Planning:** David/Mitchell Custom Edition for BCIT  
ISBN: 0536325480

#### **Optional**

**The Marketing Plan Handbook:** Second Edition, Marion Burk Wood, Pearson, Prentice–Hall, Saddle River New Jersey, 2005.

### 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. The completion of all assignments is required to pass the course. If an assignment is not completed, a grade of zero will result for all assignments and projects.

**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 lab session. Students not present at that time will be recorded as absent.

**Missing more than 10% of classes 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 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.

**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 or an electronic copy of any submissions, upon request.

**Examinable Material:** 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/Professionalism Mark:** The participation grade shall be based upon the degree to which the student:

- Attend and Arrives on time for Lectures and Labs
- Demonstrates appropriate listening skills,
- Asks questions which are relevant and pre-thought,
- Volunteers and contributes valuable ideas during class discussion,
- Contributes to team and group activities,
- Completes and demonstrates professionalism and willingness to participate in lab exercises.
- Demonstrates ability to focus attention on the task at hand during Lectures and Labs, and
- enhances the learning environment for fellow students.

**Please note: absences due to internship, practicum or Directed Studies conflicts are not considered excusable absences.**

**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.

- v **Course Information** - Course information will be available on the Instructor's Web Page. Links will be provided in lecture.
- v **Reading Assignments:** Labs where 'Reading Assignments and Presentations' are noted will be conducted as follows:

For the first weeks of the course, students will be assigned individual readings. In the following week's lab, those students will present individually, for a maximum of 10 minutes, their interpretations of the assigned readings. Following questions or challenges from other set members, the presenting students will have prepared a one page summary of each of the readings that will be made available to each of the members of the set. At the end of the first half of the course, students will have summaries of the most important academic and applied readings related to the course subject matter.

Team based Case Studies will be utilized as an application to the course material.

The details of the Marketing Plan Project will be made available in Term B.

### Schedule

Week	Date W.O	Lecture	Lab
1	Jan 1	No lecture Classes start WE January 3	Introduction Class Resources
2	Jan 8	Introduction What is Strategy? The Strategic Management Process	Reading and reading presentation assignments <i>Readings to be available on Course Web site links</i> External Factor Evaluation/Internal factor Evaluation
3	Jan 15	The Corporate Vision and Mission	Reading and reading presentation assignments Case Assignment: Competitive Profile Matrix
4	Jan 22	Corporate Appraisal – Defining the Business External Assessment	Reading and reading presentation assignments. TOWS Matrix
5	Jan 29	Internal Assessment Competitive Analysis	Reading and reading presentation assignments SPACE Matrix/BCG Grid
6	Feb 5	Strategy Analysis and Choice Strategies in Action Aligning Corporate Strategy with Marketing Strategy	Reading and reading presentation assignments QSPM
7	Feb 12	Developing Marketing Objectives	Pull it all together!
8	Feb 19	Strategic Tools: Market Strategies	Case Presentations
9	Feb 26	Review	Case Presentations
10	Mar 5	<b>Midterm Week</b>	<b>Midterm Exam will be scheduled</b>
11	Mar 12-16	<b>Spring Break</b>	
12	Mar 19	Market Strategies (Review) Forecasting and Demand Measurement	Marketing Plan Format discussion
13	Mar 26	Product Strategies	Developing Market Strategies for the Marketing Plan
14	Apr 2	Pricing Strategies	Developing Product Strategies for the Marketing Plan
15	Apr 9	<b>Easter Monday</b>	<b>No classes</b>
16	Apr 16	Distribution Strategies	Developing Pricing Strategies for the Marketing Plan
17	Apr 23	Promotion Strategies	Developing Distribution Strategies for the Marketing Plan
18	April 30	Customer Service Strategy	Developing Promotion Strategies for the Marketing Plan
19	May 7	Global Market Strategies	Developing Customer Service Strategies for the Marketing Plan

20	May 14	Review	Submit Marketing Plans
21	May 22-25	<b>Finals Week</b>	

