



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Sales, Tourism, Entrepreneurship, Real Estate

Course Number: MKTG 4418, TOUR 4418

Course Name: Directed Studies

**Start Date:** January 4, 2006**End Date:** May 27, 2006**Total Hours:** 80 **Total Weeks:** 20**Term/Level:** 4 **Course Credits:** 5.5**Hours/Week:** 4 **Lecture:** **Lab:****Shop:** **Seminar:** **Other:** 4**Prerequisites****Course No.** **Course Name**

MKTG 2309 Marketing Research 1

MKTG 3301 Computer Applications in Marketing

**MKTG 4418, TOUR 4418 is a Prerequisite for:****Course No.** **Course Name****v Course Description**

You will work off-campus one day a week on a major project related to your marketing field of study. This project typically relates to a specific client company and is carried out under the guidance of assigned faculty members.

**v Detailed Course Description**

Directed Studies gives you a unique opportunity to work in a three-person, self-managed team to apply marketing theory to address a practical marketing challenge or problem faced by an organization. You are required to apply knowledge and skills gained at BCIT to liaise with the sponsoring organization, identify and define the marketing challenge, conduct appropriate research, analyze the data, develop conclusions, and formulate recommendations to resolve the marketing challenge. You are also required to create an in-depth written report and deliver a face-to-face presentation to a group, about the project.

A Faculty Advisor will supervise and grade your work throughout the course.

**v Evaluation**

Team Charter	5%
Project Proposal	15%
Meetings with Faculty Advisor	15%
Interim Reports to Faculty Advisor	10%
Progress Review with Sponsor	5%
Written Project Report	30%
Face-to-face Presentation	20%
<b>TOTAL</b>	<b>100%</b>

**Comments:**

Grades are not necessarily shared equally among team members. The following factors are considered by Faculty Advisors when determining grades:

- Degree of rigour of project
- Team effectiveness and professionalism
- Sponsor satisfaction and benefit from project

**v Course Learning Outcomes/Competencies**

Upon successful completion, the student will be able to:

1. Identify and define a practical marketing problem or challenge faced by an individual or organization with whom you do not have a pre-existing relationship,
2. Define the project objectives, conduct appropriate research, develop conclusions, and formulate recommendations to appropriately address the problem or challenge,
3. Create an in-depth written report covering all aspects of the project,
4. Deliver a face-to-face presentation to the sponsor and the Faculty Advisor about the project, and
5. Use effective leadership, teamwork and project management skills while working within a self-managed group of three students to complete the Directed Studies project.

**v Verification**

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

\_\_\_\_\_  
Derek Thompson (Authoring Instructor)

\_\_\_\_\_  
Date

I verify that this course outline has been reviewed.

\_\_\_\_\_  
Derek Thompson (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.

**v Directed Studies Coordinator**

Derek Thompson	Office:	SE6-304	Office Phone:	604-451-6768
	Office Hrs.:	TBA	E-mail Address:	derek_thompson@bcit.ca

**v Learning Resources**

*Required:*

MKTG 4418/TOUR 4418 Course Web site (see access instructions below)

- Start your browser window, go to <http://www.bcit.ca/distance>
- Then click on the Logon to WebCT icon.
- Once you successfully log into WebCT, click on the title of your course to get to its homepage.

*Recommended:*

Zikmund, William G. (2003). Exploring Marketing Research, 8th ed. Thomson

**v Information for Students**

**Assignments:** Late assignments are subject to a marks deduction of 10% of the assignment value per school day or portion thereof.

**Makeup Tests, Exams or Quizzes:** There will be **no** makeup assignments. If you miss an assignment, 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 at weekly meetings with the Faculty Advisor is required. If you are not present at these meetings you will be recorded as absent.

**Illness:** A doctor's note is required for any illness causing you to miss a Faculty Advisor meeting or the face-to-face presentation.

**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 the Discussion Area of the course Web site.

**v Assignment Details**

Please refer to course Web site for details.

### Schedule

Outcomes/Deliverables	Assignment	Due Date
Stage 1 – Planning	Team Charter Project Proposal	Dec 9/05 Jan 25/06
Stage 2 – Field Work	Team/Advisor Meetings Progress Review	Weekly By Mar 1/06
Stage 3 – Written Report	Project Report	Apr 26/06
Stage 4 – Face-to-face Presentation	Presentation	By May 17/06