



JAN 25 2001

**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY**  
**School of Business**  
**Program: Business Administration**  
**Course: Introduction to Marketing**  
**Taught to BUSA, 2A, B,C**

**Course Outline for:**  
**MKTG 1113**

**Date: January 2001**

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|--------------------|----------|---------------------|-----------|--------------------|----------|
| <b>Hours/Week:</b> | <b>3</b> | <b>Total Hours:</b> | <b>60</b> | <b>Term/Level:</b> |          |
| <b>Lecture:</b>    | <b>2</b> | <b>Total Weeks:</b> | <b>20</b> | <b>Credits:</b>    | <b>3</b> |
| <b>Lab:</b>        | <b>1</b> |                     |           |                    |          |

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**Instructor: Melodi Guilbault**

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**Office Hours** as posted outside of office door

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**Prerequisites** None

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#### **Course Description and Goals:**

An introductory course 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. Introduces the marketing environment and marketing institutions.

Detailed study of basic marketing functions, marketing research, product planning, distribution, pricing and promotion. This includes the controllable and uncontrollable elements of marketing, strategy planning, market characteristics, marketing research techniques, marketing segmentation and target market selection.

Lectures are used to present the basic principles of marketing and the labs are used to apply these principles to case studies and a marketing plan.

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#### **Prior Learning Assessment Method**

Evaluated by BCIT faculty advisors and based upon the related courses taken and/or level of experience of the candidate.

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**Evaluation**

|   |            |          |
|---|------------|----------|
| Mid Term Examination                    | 25         | %        |
| Final Examination                       | 25         | %        |
| Marketing Plan and presentation (group) | 20         | %        |
| Case Study Analysis (group)             | 10         | %        |
| Marketing Analysis (individual)         | 10         | %        |
| Attendance and Participation            | 10         | %        |
| <b>TOTAL</b>                            | <b>100</b> | <b>%</b> |

**Policy:** BCIT's policy on attendance, course project completion and successful passing marks for examinations can be found in the BCIT calendar. Successful completion depends on the student attending 90% of the course time, passing the cumulative midterms and final exam, as well as the successful completion of the course projects. Excessive absence will be deemed to be missing more than 2 lab hours for reasons within the student's control or for reasons not found as reasonable by the instructor (see course calendar for more details). Upon notification and failure to provide acceptable explanation, the student will be disqualified from writing the Final Exam. Note: Failure to achieve 50% on the combined exams will result in a 0% for all projects, as well as failure of the course in total.

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**Course Learning Outcomes:**

At the end of this course, the student will be able to:

- Apply the marketing concept and the components of the marketing mix in evaluating a marketing plan.
- Recognize the non-controllable elements of the marketing environment and how they impact upon the marketing program.
- Explain the need for overall strategic business planning.
- Prepare the components of a marketing plan.
- Investigate marketing research
- Describe how marketing research information aids in decision making and risk reduction.
- Demonstrate a familiarity with primary and secondary resources used in marketing decisions
- Explain the consumer buying process and the multiple influences on consumer buying behaviour.
- Use a step-by-step analysis to identify target markets through market segmentation.
- Explain key product concepts: product differentiation, positioning, branding and new product development process.
- Investigate various promotional channels: advertising, sales promotion, direct marketing, personal selling, public relations, and publicity.
- Explain different pricing methods and factors that can be used to set prices.
- Choose the most effective distribution channel for moving a product through the distribution system.

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**Course Record**

Developed by:

Instructor

Date:

Revised by:

Melodi Guilbault

Date:

December 14, 2000

Instructor

Approved by:

Associate Dean

Date:

Dec. 19/00

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**Text(s) and Equipment**

**Required:** MARKETING Second Canadian Edition - Evans, Berman, and Wellington  
Publisher: Prentice Hall 2000

Reference: Marketing Magazine, Advertising Edge, Journals on Marketing (all available in BCIT's library)

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**Course Notes (Policies and Procedures)**

- **Assignments:** Late assignments or projects will not be accepted for marking. Assignments must be done on an individual or group basis as specified by the instructor.
- **Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced. See details under Evaluation on course outline.
- **Course Outline Changes:** The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.
- **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.
- **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 (i.e. an average is given according to your performance throughout the course).
- **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 at the approval of the instructor.
- **Labs:** Lab attendance is mandatory. Lab exercises are due at the end of the lab period.
- **Examination Policy:** Failure to achieve 50% on the combined exams will result in a 0% for all projects, as well as failure of the course in total.

### Assignment Details

Assignments and project details will be given to the student during the first lecture. Reading the text is an important part of the course. You are responsible for all text reading and are strongly advised to read the chapter(s) prior to the lecture so that you will be familiar with the material being discussed.

### Labs

Cases will be announced during lecture each week before the lab. Students are responsible for reading the cases before attending the lab. Student lab groups will answer questions and at least one group per week will be randomly chosen to present their findings and discuss the case with the rest of the set members. Students will **not** know in advance which group will be called on that week. Time will **not** be given in labs for students to read the cases.



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

**SCHEDULE**

| Week | Week Beginning | Lecture  | Lab   |
|------|----------------|--|---|
| 1    | Jan 1          | No classes   |   |
| 2    | Jan 8          | Chapter 1<br>Marketing in the Third Millennium   | Case Study<br>Canadian Hospitals<br>Discover Marketing                |
| 3    | Jan 15         | Chapter 2<br>The Environment in which Marketing Operates   | Case Study<br>Predictions for the Year<br>2000                        |
| 4    | Jan 22         | Chapter 3<br>Information for Marketing Decisions<br>Begin Chapter 4<br>Final Consumer Behavior                   | Case Study - TBA  |
| 5    | Jan 29         | Complete Chapter 4<br>Final Consumer Behavior<br>Chapter 5<br>Organizational Consumers                           | Case Study - TBA  |
| 6    | Feb 5          | Chapter 6<br>Developing a Target Market Strategy   | Case Study - TBA  |
| 7    | Feb 12         | Chapter 7 and 9<br>Basic Concepts in Product Planning<br>Conceiving, Developing, and Managing Products           | Case Study - TBA<br><b>Case Study Analysis Due</b>                    |
| 8    | Feb 19         | Chapter 8<br>Goods Versus Services Planning  | Case Study - TBA<br><b>Marketing Plan Project<br/>Outline Due</b>     |
| 9    | Feb 26         | Chapter 16 and 17<br>Strategic Planning: A Marketing Perspective<br>Integrating and Analyzing the Marketing Plan | No lab - work period to<br>study for mid term and<br>work on projects |
| 10   | Mar 5          | Mid Term   | No lab - work period to<br>work on projects                           |
|      | Mar 12         | Spring Break   |   |
| 11   | Mar 19         | Chapter 10<br>Considerations in Distribution Planning and Physical Distribution                                  | Case Study - TBA  |

|    |        |  |   |
|----|--------|--|---|
| 12 | Mar 26 | Chapter 11<br>Retailing and Wholesaling                                  | Case Study - TBA  |
| 13 | Apr 2  | Chapter 12<br>Promotion Planning and Personal Selling                    | Marketing Analysis<br>Presentation<br>Marketing Analysis<br>Project Due |
| 14 | Apr 9  | Chapter 13<br>Advertising, Public Relations and Sales Promotion          | Case Study – TBA  |
| 15 | Apr 16 | <b>Easter Monday BCIT Closed</b>   | No lab-work period to work<br>on Marketing plans                        |
| 16 | Apr 23 | Chapter 14<br>Information-Based Marketing: Direct and Internet Marketing | Case Study – TBA  |
| 17 | Apr 30 | Chapter 15<br>Price Planning and Strategy                                | Case Study –TBA   |
| 18 | May 7  | Group Presentations  | TBA<br>Written Marketing Plan<br>Due                                    |
| 19 | May 14 | Group Presentations  | No lab – work period to<br>study for final                              |
| 20 | May 21 | Victoria Day BCIT Closed<br><b>FINAL EXAM WEEK</b>                       | No lab  |