

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

*Start Date:* January 4, 2000

*End Date:* May 26, 2000

*Course Credits:* 3

*Hours/Week:* Lecture: 2      Lab: 1

*Taught to:* BUSA 2A,B

*Prerequisite:* None

**Instructor:** Cindy McPherson

Office Phone: 451-6767

Office Fax: 451-6700 *attn. Cindy McPherson*

E-mail: cmcpfers@bcit.ca

Office: SE 6 - Room 312

Office Hours: As posted outside my door

**Course Description and Goals:**

*An introductory course designed to provide the student with an extensive overview of the marketing process and its place within any organization. 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 to case studies and a project. 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.*

## MKTG 1113 Course Outline

### Evaluation:

Final Examination	30%
Mid Term Examination	20%
Attendance, Attitude and Participation	10%
Case Projects	15%
Marketing Plan	<u>25%</u>
Total	100%

*Note: In order to get credit for the Case Projects, Marketing Plan and lab marks, you must have a passing grade on the total of the midterm and the final exam. That is, the combined marks of the midterm and the final must exceed 50%.*

*No Make-ups on exams.*

*No marks are given for missing oral presentations.*

- A. For late submission of projects, 25% will be deducted per day for each day late.
- B. Up to 25% of the marks will be deducted on the project for spelling and grammatical errors. **Proofread your work!**

---

### Learning Resources:

**Marketing - Evans, Berman and Wellington**

*Additional Reference Material:*

*Marketing Magazine, Advertising Age, Adbusters*

#### **BCIT Policy Information for Students**

BCIT Policies on Behaviour, Conduct and Attendance as described on pp. 4,5 and 6 in the school calendar will be enforced. Successful completion depends on the student attending 90% of the course time, passing the cumulative of the midterms and final exam, as well as successful completion of the course projects. Please note excessive absence will be deemed to be missing more than two lab hours for reasons within the student's control or for reason's not found as reasonable by the instructor (see course calendar for more details). Upon notification of excessive absence and failure to provide adequate explanation, consequences could include course failure as per BCIT policy.

## MKTG 1113 Course Outline

### 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 uncontrollable elements of the marketing environment and how they impact upon the marketing program.
- \* Explain the need for overall strategic business planning.
- \* Prepare 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.

Week	Date	Material Covered	Reference
Week 1	Jan-04		
Week 2	Jan-10	Introduction	Ch 1
Week 3	Jan-17	Uncontrollable Environment	Ch 2
Week 4	Jan-24	Strategic Planning/Market Research	Ch 3,4
Week 5	Jan-31	Ethics and Marketing	Ch 5
Week 6	Feb-07	Global Aspects of Marketing	Ch 6
Week 7	Feb-14	Consumer Behaviour	Ch 7,8
Week 8	Feb-21	Organizational Buying/Targetting	Ch 9,10
Week 9	Feb-28	Marketing Plans	Ch 23
Week 10	Mar-06	Midterm Exam	No Labs
Week 11	Mar-13	Spring Break	
Week 12	Mar-20	Product Planning	Ch 11,12
Week 13	Mar-27	Brand Management	Ch 13,14
Week 14	Apr-03	Distribution Planning	Ch 15, 16
Week 15	Apr-10	Retailing	Ch 17
Week 16	Apr-17	Advertising & Public Relations	Ch 18,19
Week 17	Apr-24	Personal Selling/Promotion	Ch 20
Week 18	May-01	Price Strategies	Ch 21,22
Week 19	May-08	Group Presentations	
Week 20	May-15	Group Presentations	
Week 1	May-23	Final Exam Week	

*schedule subject to  
change @ instructors  
discretion*