

MAR 03 1997

**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY  
COURSE OUTLINE**

**COURSE:** INTRODUCTION TO MARKETING  
**COURSE NUMBER:** 1113  
**DATE:** JANUARY 1997  
**SCHOOL OF:** BUSINESS  
**PROGRAM:** BUSINESS ADMINISTRATION

**INSTRUCTOR:** RICK KROETSCH  
**OFFICE:** SE6 - 308  
**PHONE:** 451-6766

**OFFICE HOURS:** AS POSTED

**TOTAL WEEKS:** 20  
**TOTAL HOURS:** 60

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**COURSE 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.

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

Identify the controllable and uncontrollable variables in any strategic marketing process.

Describe the characteristics of a market

Explain the elements of a strategic marketing plan, marketing research techniques, market segmentation, and how a market is selected.

Develop a marketing plan that includes the elements of the marketing mix, Product, Pricing, Distribution, and Promotion for a company of their choice.

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**REQUIRED TEXT AND MATERIALS**

Basic Marketing

A Global-Managerial Approach

Eighth Canadian Edition

Shapiro, Perreault, McCarthy

Publishers: Times Mirror Professional Publishing Inc. / Irwin, 1996.

**NOTE:**

Reading the text is an important part of this course.

Lectures will summarize and supplement the text, but will not cover the same amount of material. You are strongly advised to read the assigned chapters prior to the lecture so that you will be familiar with the material being discussed.

## VALUATION

ATTENDANCE AND PARTICIPATION	10 %	**
MID TERM #1	20 %	*
MID TERM #2	20 %	*
LABS / CASE STUDIES	15 %	
PROJECT	15 %	
FINAL EXAM	20 %	*
<b>TOTAL</b>	<b>100 %</b>	

\* Students must pass the accumulative of the mid terms and the final exam to pass the course. That is, the combined marks of the mid terms and the final exam must meet or exceed 55%.  
There will be no make-ups exams.

\*\* Attendance requirements will be followed as per BCIT policy on page 7 of the Calendar. Students begin with a 5% grade in attendance, and will earn additional marks by full attendance and by demonstrating their desire to participate in lectures and labs. Students will be deducted marks for missing labs for reasons within the student's control. Any student missing more than two labs for reasons with their control, will be referred to the Associate Dean for assessment. Excessive absence will result in disqualification from writing the final exam. Excessive lateness for labs or lectures will be evaluated the same as if being absent.

\*\*\* The oral presentations are part of the labs and attendance will be mandatory. Any student not attending a lab in which presentations are being held, will receive a zero mark for their presentation work. Projects will be done as group efforts. The written portion of the project will be submitted in a typed and professional format.  
Marks will be deducted for spelling and/or grammatical errors.

\*\*\*\* Late submission for projects will be deducted 5% for each late day.

Examinations will cover all material dealt with in lectures, labs, assigned reading, guest lecturers, and videos.

Plagiarism, if proven by clear evidence, will result in students receiving a zero grade.

## COURSE OUTCOMES

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

<u>WEEK NO.</u>	<u>DATE</u>	<u>MATERIAL</u>	<u>TEXT</u>	<u>LABS</u>
Week 1	Jan 6 Jan 7	Introduction Marketing's Role	Chapter 1 Chapter 2	Introduction
Week 2	Jan 13 Jan 14	Target Markets Target Markets	Chapter 3 Chapter 3	Case Study Preparation
Week 3	Jan 20 Jan 21	Marketing Environment Marketing Research	Chapter 4 Chapter 5	Exercise
Week 4	Jan 27 Jan 28	Marketing Research Demographics	Chapter 5 Chapter 6	Case #1 Presentation
Week 5	Feb 3 Feb 4	Demographics Consumer Behavior	Chapter 6 Chapter 7	Case Study Preparation
Week 6	Feb 10 Feb 11	Consumer Behavior Business Buying	Chapter 7 Chapter 8	Case #2 Presentation
Week 7	Feb 17 Feb 18	COURSE REVIEW MID TERM		Review
Week 8	Feb 24 Feb 25	Product Planning Product Planning	Chapter 9 Chapter 9	Case Study Preparation
Week 9	Mar 3 Mar 4	Product Management Product Management	Chapter 10 Chapter 10	Case #3 Presentation
Week 10	Mar 10 Mar 11	SPRING BREAK		
Week 11	Mar 17 Mar 18	Place Distribution	Chapter 11 Chapter 12	Case Study Preparation
Week 12	Mar 24 Mar 25	Retail COURSE REVIEW	Chapter 13	Case #4 Presentation
Week 13	Apr 7 Apr 8	MID TERM #2 Promotion	Chapter 14	Exercise
Week 14	Apr 14 Apr 15	Promotion Personal Selling	Chapter 14 Chapter 15	Case Study Preparation
Week 15	Apr 21 Apr 22	Advertising/Sales Promotion Advertising/Sales Promotion	Chapter 16 Chapter 16	Case #5 Presentation
Week 16	Apr 28 Apr 29	Pricing Pricing	Chapter 17 Chapter 18	Exercise
Week 17	May 5 May 6	Marketing Plans Marketing Plans	Chapter 19 Chapter 20	Project Preparation
Week 18	May 12 May 13	Marketing Links / Ethics Project Presentations	Chapter 20,21	Project Preparation
Week 19	May 19 May 20	Project Presentations Course Review		Review
Week 20	May 26	EXAM WEEK		