

BCIT**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY****COURSE OUTLINE**

COURSE NUMBER: MKTG. 1113
COURSE NAME: "INTRODUCTION TO MARKETING" (Crn 13708)
DATE: JANUARY 1996
SCHOOL OF: BUSINESS
PROGRAM: BUSINESS ADMINISTRATION

OPTION: 2 A, & C **TAUGHT TO:** THIRD YEAR
PREREQUISITES: Acceptance into BCIT School of Business Post Diploma Program

INSTRUCTOR:	<u>ANNE MARIE NEILSON</u>	OFFICE:	<u>SE6 314</u>
TELEPHONE / LOCAL	<u>432 - 8445</u>	HOURS:	<u>POSTED ON DOOR</u>

<i>Hours/ Week:</i>	<u>3</u>	<i>Total Hours:</i>	<u>60</u>	<i>Term/Level:</i>	
<i>Lecture:</i>	<u>2</u>	<i>Total Weeks:</i>	<u>20</u>	<i>Credits:</i>	
<i>Lab:</i>	<u>1</u>				

COURSE GOALS:

This is 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 this 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 target 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.

EVALUATION:

ATTENDANCE AND PARTICIPATION	<u>**10</u>	%
MID TERM #1	<u>*20</u>	%
MID TERM #2	<u>*20</u>	%
PROJECT PRESENTATIONS	<u>15</u>	%
WRITTEN PRESENTATIONS	<u>15</u>	%
FINAL EXAM	<u>*20</u>	%
TOTAL	<u>100</u>	%

EVALUATION (contd...)

- * Students must pass the accumulative of the mid terms and final exam to pass the course. That is, the combined marks of the mid terms and the final must meet or exceed 55%.
No make-ups on exams.
- ** Attendance requirements will be followed as per the BCIT policy.
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 within 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 0 for their own presentation mark. 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 or grammatical errors.
- **** Late submission for ad files or projects will be deducted 5% for each late day.

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

Plagiarism, if proven by clear evidence, will result in both students in question receiving a 0 grade.

REQUIRED TEXT(S) AND EQUIPMENT***Fundamentals of Marketing***

6th Canadian Edition

Sommers, Barns, Stanton

Publishers: McGraw Hill, Ryerson Ltd.

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 assigned chapters prior to the lecture so that you will be familiar with the material being discussed.

RECOMMENDED REFERENCE MATERIAL***Essentials of Marketing***

McCarthy, Shapiro & Perreault

Publishers: Irwin

Canadian Marketing in Action

Keith J. Tuckwell

Publishers: Prentice Hall

COURSE OUTCOMES AND SUB-OUTCOMES:

Through lectures, group projects and lab assignments, students will learn to:

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. 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.
5. Explain the consumer buying process and the multiple influences on consumer buying behavior.
6. Use a step-by-step analysis to identify target markets through market segmentation.
7. Explain key product concepts: product differentiation, positioning, branding, and new product development processes.
8. Investigate various promotional channels: advertising, sales promotion, direct marketing, personal selling, public relations, and publicity.
9. Explain different pricing methods and factors that can be used to set prices.
10. Choose the most effective distribution channel for moving a product through the distribution system.

<u>WEEK</u> #	<u>LECTURE</u> DATES	<u>OUTCOME</u> <u>MATERIAL COVERED</u>	<u>TEXT</u> <u>REFERENCES</u>	<u>ASSIGNMENT</u> <u>LABS</u>	<u>DUE</u>
1	Jan 1	No classes	none	none	
2	Jan 8	The Marketing Concept Evolution of Mktg	Chapt. 1	Exercise	
2	Jan 9	The Marketing Environment	Chapt. 2		
3	Jan 15	Strategic Marketing Planning	Chapt. 3	Case Study	
3	Jan 16	Strategic Marketing Planning	Chapt. 3		
4	Jan 22	Market Segmentation I	Chapt. 4	Exercise	
4	Jan 23	Market Segmentation I	Chapt. 4		
5	Jan 29	Market Segmentation II	Chapt. 5		
5	Jan 30	Understanding Consumer Buying Behavior	Chapt. 6	Exercise	
6	Feb 5	Understanding Industrial Buying Behavior	Chapt. 6		
*6	Feb 6	MIS and Market Research	Chapt. 7	Project assigned & Case Study	
7	Feb 12	Course Review		Exercise	
7	Feb 13	Mid Term #1			
8	Feb 19	Product Planning & Development	Chapt. 8	Exercise	
8	Feb 20	Product Planning & Development	Chapt. 8		
9	Feb 26	The Product Mix	Chapt. 9	Case Study	
9	Feb 27	Product Branding	Chapt. 10		
10	March 4	Product Branding	Chapt. 10	Group Work on Project	

10	March 5	Service Marketing	Chapt. 11		
*	March 11	SPRING BREAK	-	-	-
*	March 12	SPRING BREAK	-	-	-
11	March 18	Introduction to Pricing	Chapt. 12	Exercise	
11	March 19	Pricing Strategies	Chapt. 13		
12	March 25	Course Review	Review	Review	
12	March 26	Mid Term # 2			
13	April 1	Channels of Distribution	Chapt. 14	Exercise	
13	April 2	Wholesaling	Chapt. 15		
*14	April 8	(Holiday?)Retailing	*Chapt. 16	*Case Study	
14	April 9	The Promotional Mix	Chapt. 17		
15	April 15	Personal Selling	Chapt. 18	Exercise	
15	April 16	Advertising	Chapt. 19		
16	April 22	Sales Promotions	Chapt. 19	Project Preparation	
16	April 23	Public Relations, Publicity, and Specialty Advertising	Chapt. 19		
17	April 29	International Marketing	Chapt. 20	Project Preparation	
17	April 30	Marketing Implementation	Chapt. 21		
18	May 6	Project Presentations		Work on written projects	
18	May 7	Project Presentations			
19	May 13	Project Presentations		Course Reviews	
19	May 14	Course Review	Review		
*20	May 20-24	EXAM WEEK		*Final Exam	