

COURSE OUTLINE

COURSE NAME Introduction to Marketing (CRN 13708)COURSE NUMBER MKTG 1113DATE January 1995Prepared by Mike PowleyTaught to 3rd Year Post Diploma Students

School _____

School BusinessProgram Business AdministrationProgram Post DiplomaDate Prepared January 1995Sets Bus A - 2: Sets A & BTerm _____ Hrs/Wk 2 hrs. lecture/1 hr. lab Credits _____No. of Weeks Term 4A/4B - 18 weeks Total Hours _____Instructor(s) Mike Powley Office IBM SE6-314 Phone: 432-8445Office Hours As posted on office door.**PREREQUISITES** Acceptance into BCIT School of Business Post Diploma Program.**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.

Material covered includes the controllable and uncontrollable elements of marketing, strategy planning, market characteristics, marketing research techniques, market segmentation and target market selection. Term 4A will cover up to Product - The First Element of the Marketing Mix. Term 4B will cover Distribution, Pricing, Promotion, Controlling the Program/Audit and Ethics.

EVALUATION

Final Exam	<u>30</u>	%
Midterm	<u>20</u>	%
Quizzes (2)	<u>5</u>	%
Case Presentations	<u>20</u>	%
Project (Written)	<u>20</u>	%
Participation/Attendance and Labs*	<u>5</u>	%
TOTAL	<u>100</u>	%

* The student must obtain a passing grade (50%) on the final exam in addition to passing the aggregate exam component of the course (mid-term(s) and final). * A student missing more than 2 labs without a valid excuse will receive a failing grade.

REQUIRED TEXT(S) AND EQUIPMENT

Fundamentals of Marketing
6th Canadian Edition
Sommers, Barnes, Stanton
Publishers: McGraw Hill, Ryerson Ltd.

Optional: Student Study Guide

SUPPLEMENTARY REFERENCE MATERIAL

Essentials of Marketing
McCarthy, Shapiro & Perreault
Publishers: Irwin

Canadian Marketing in Action
Keith J. Tuckwell
Publishers: Prentice Hall

Fundamentals of Marketing
Beckman, Kurtz, Boowe
Publishers: Holt, Reinhart & Winston

Marketing
Kotler, Macdougall & Armstrong
Publishers: Prentice Hall

COURSE SUMMARY

This is an introductory course to marketing. The student will be introduced to the concept of marketing and the role it plays in today's world. In addition, the student will learn the variables that create the market mix and find out how these variables can be manipulated in order to make the product more appealing to the target market. The student will learn how to segment a marketplace and criteria to use to accomplish this effectively.

All units are designed for three hours generally consisting of two hours of lectures and one hour of lab work. Lab time is used for exercises, case studies, quizzes and exams. Videos, etc., time permitting, could be included in class time and should serve to cover or enhance specific course material.

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 decision.
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, 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.
12. Survey — Marketing Audits and Controls — Review Ethics.

PLAGIARISM

In the face of clear evidence of plagiarism, both students in question shall receive a grade of zero.

ATTENDANCE REQUIREMENTS

“Attendance requirements will be enforced as per the BCIT policy on page 7 of the calendar. Excessive absence will be deemed to be missing more than 2 *labs*, for reasons within the student’s control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final examination.”

COURSE SCHEDULE - TERM 4A
Week-by-week schedule of lectures and labs

Week # Unit/Dates	Lecture	Lab Activity	Reading Assignment
1 & 2 Jan. 5/13	The Marketing Concept/Environments and Strategic Marketing Planning	Exercise and Case Review	Chapters 1-2 and Chapter 3
3 Jan. 16/20	Strategic Marketing Planning Marketing Segmentation I	Exercise	Chapter 4
4 Jan. 23/27	Market Segmentation II	Exercise Cases Assigned	Chapter 5
5 Jan. 30/Feb. 3	Understanding Buyer Behavior and Industrial Buyer Behavior	Exercise	Chapter 6
6 Feb. 6/10	MIS and Market Research (Project Assigned)	QUIZ #1 in Lecture Case #1 KFC p. 245 77	Chapter 7
7 Feb. 13/17	Product Development	Case #2 Bookends Ltd. p. 335 245	Chapters 8 & 9
8 Feb. 20/24	Product Mix	Exercise	Chapter 10
9 Feb. 27/Mar. 3	Product Brands	Case #3 AMEX p. 361	Chapter 11
10 Mar. 6/10	MIDTERM #1		Chapters 1-11
11 Mar. 13/17	BCIT MIDTERM BREAK		

COURSE SCHEDULE - TERM 4B
Week-by-week schedule of lectures and labs

Week # Unit/Dates	Lecture	Lab Activity	Reading Assignment
12 Mar. 10/24	Review and Intro Price	Exercise	Chapter 12
13 Mar. 27/31	Pricing Strategies	Case #4 Hillcrest P. 435	Chapter 13
14 Apr. 3/7	Channels of Distribution (Preliminary Project Due)	Holiday and Exercise	Chapter 14
15 Apr. 10/14	Wholesaling	Exercise Distribution Intensity	Chapter 15
16 Apr. 18/21	Retailing	Case #5 Upper Canada Brewery P. 526 Types of Wholesalers	Chapter 16
17 Apr. 24/28	Quiz #2 in Lecture Promotional Program and Personal Selling	Exercise	Chapter 17
18 May 1/5	Promotion - Advertising Public Relations, Sales Promotion	Case #6 P. 637 Pasquini Pizza	Chapters 18 & 19
19 May 8/12	Planning and Controlling and Ethics	Work on Project	Chapters 21 & 22
20 May 15/19	Project Presentations and Projects due	Promotion Exercise	
21 May 23/26	BCIT EXAM WEEK		