

COURSE OUTLINE

COURSE NAME Introduction to Marketing (CRN 13708)COURSE NUMBER MKTG 1113 DATE January 1994Prepared by Mike Powley/Morie Shacker Taught to 3rd Year Post Diploma StudentsSchool _____ School BusinessProgram Business Administration Program Post DiplomaDate Prepared December 1993 Sets Bus A - 2: Sets A & BTerm _____ Hrs/Wk 2 hrs. lecture/1 hr. lab Credits _____No. of Weeks Term 4A - 10 weeks Total Hours _____

Instructor(s) Mike Powley Office IBM SE6-314 Phone: 432-8445 - Term 4A
Morie Shacker IBM SE6-328 Phone: 432-8582 - Term 4B

Office 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. This section, Term 4A, will cover up to Product - The First Element of the Marketing Mix.

EVALUATION

Examination Term 4A	<u>40</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.
Quiz	<u>20</u>	%	
Projects Presentations	<u>30</u>	%	
Participation/Attendance and Labs	<u>10</u>	%*	
TOTAL	<u>100</u>	%	

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.

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 Week-by-week schedule of lectures and labs			
Week # Unit/Dates	Lecture	Lab Activity	Reading Assignment
1 & 2 Jan. 4/14	The Marketing Concept/Environments and Strategic Marketing Planning	Exercise and Case Review	Chapters 1-2 and Chapter 3
3 Jan. 17/21	Strategic Marketing Planning Marketing Segmentation I	Exercise and Cases Assigned	Chapter 4
4 Jan. 24/28	Market Segmentation II	Exercise	Chapter 5
5 Jan. 31/Feb. 4	Understanding Buyer Behavior and Industrial Buyer Behavior	Case #1 How Far to Go? p. 77	Chapter 6
6 Feb. 7/11	MIS and Market Research	QUIZ #1 in Lecture Case #2 Bookends Ltd. p. 245	Chapter 7
7 Feb. 14/18	Product Development	Case #3 National Sea Products p. 355	Chapters 8 & 9
8 Feb. 21/25	Product Mix	Case #4 Gillette p. 360	Chapter 10
9 Feb. 31/Mar. 4	Product Brands	Case #5 AMEX p. 361	Chapter 11
10 Mar. 7/11	MIDTERM #1		Chapters 1-11
11 Mar. 14/18	BCIT MIDTERM BREAK		