



APR 09 2003

Course Outline

A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Sales, Tourism, Entrepreneurship, Real Estate

Course Number: MKTG 4418, TOUR 4418

Course Name: Directed Studies

Start Date: January 6, 2003**End Date:** May 23, 2003**Total Hours:** 80 **Total Weeks:** 20**Term/Level:** 4 **Course Credits:** 5.5**Hours/Week:** 4 **Lecture:** **Lab:****Shop:** **Seminar:** **Other:** 4**Prerequisites****MKTG 4418, TOUR 4418 is a Prerequisite for:****Course No. Course Name****Course No. Course Name**

MKTG 2309 Marketing Research 1

MKTG 3301 Computer Applications in Marketing

■ Course Description

You will work off-campus one day a week on a major project related to their marketing field of study. This project typically relates to a specific client company and is carried out under the guidance of assigned faculty members.

■ Detailed Course Description

Directed Studies gives you a unique opportunity to work in a three-person, self-managed team, to apply marketing theory to address a practical marketing challenge or problem faced by an organization. You are required to apply knowledge and skills gained at BCIT to liaise with the sponsoring organization, identify and define the marketing challenge, conduct appropriate research, analyze the data, develop conclusions, and formulate recommendations to resolve the marketing challenge. You are also required to create an in-depth written report and deliver a face-to-face presentation to a group, about the project.

A faculty advisor will supervise and grade your work throughout the course.

■ Evaluation

Team Charter	5%
Project Proposal	15%
Meetings with Faculty Advisor	15%
Interim Written Reports	10%
Progress Review with Sponsor	5%
Written Project Report	30%
Face-to-face Presentation	20%
TOTAL	100%

Comments:

Grades are not necessarily shared equally among team members.

The following factors are considered by Faculty Advisors when determining grades:

- Degree of rigour of project
- Team effectiveness and professionalism
- Sponsor satisfaction and benefit from project

■ **Course Learning Outcomes/Competencies**

Upon successful completion, the student will be able to:

1. Identify and define a practical marketing problem or challenge faced by an individual or organization with whom you do not have a pre-existing relationship,
2. Define the project objectives, conduct appropriate research, develop conclusions, and formulate recommendations to appropriately address the problem or challenge,
3. Create an in-depth written report covering all aspects of the project,
4. Deliver a face-to-face presentation to the sponsor and the Faculty Advisor about the project, and
5. Use effective leadership, teamwork and project management skills while working within a self-managed group of three students to complete the Directed Studies project.

■ **Verification**

I verify that the content of this course outline is current.

Randal Suja
Authoring Instructor

Nov 6/02
Date

I verify that this course outline has been reviewed.

Randal Suja
Program Head/Chief Instructor

Nov 6/02
Date

I verify that this course outline complies with BCIT policy.

David Chapin
Dean/Associate Dean

Nov. 6/02
Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

■ Directed Studies Coordinator

Randy Singer	Office Location: SE6-328	Office Phone: 604-432-8572
	Office Hrs.:	E-mail Address: Randal_Singer@bcit.ca

■ Learning Resources

Required:

MKTG 4418/TOUR 4418 Course Web site (<http://www.lru.bcit.ca/students/online/>)

Recommended:

Burns, A. C., & Bush, R. F. (2000). Marketing research, 3rd ed. Prentice-Hall, Upper Saddle River: NJ

■ Information for Students

Assignments: Late assignments are subject to a marks deduction of 10% of the assignment value per school day or portion thereof.

Makeup Tests, Exams or Quizzes: There will be **no** makeup assignments. If you miss an assignment, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance at weekly meetings with the Faculty Advisor is required. If you are not present at these meetings you will be recorded as absent.

Illness: A doctor's note is required for any illness causing you to miss a Faculty Advisor meeting or the face-to-face presentation.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in the Discussion Area of the course Web site.

■ Assignment Details

Please refer to course Web site for details.

Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
	Stage 1 – Planning		Team Charter Project Proposal	Dec 13/02 Jan 31/03
	Stage 2 – Field Work		Faculty Meetings Interim Reports Progress Review	Weekly TBA Mar 7/03
	Stage 3 – Written Report		Project Report	Apr 21/03
	Stage 4 – Face-to-face :Presentation		Presentation	May 16/03