



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
Hours/Week:	4	Lecture:	Lab:
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		
Term/Level:	4	Course Credits:	5.5
Shop:		Seminar:	
		Other:	4

■ 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 Sujez
Authoring Instructor

Nov 6/02
Date

I verify that this course outline has been reviewed.

Randal Sujez
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.

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