

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME Essentials of Marketing
COURSE NUMBER 1114 MKTG Date January 1995
Prepared by Cindy McPherson Taught to Trades Year
School Business School Business
Program Marketing Program Operations Mgmt
Term 2 Hrs/Wk 3 Credits 3
No. of Weeks 10 Total Hours 30

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Instructor: Cindy McPherson Office - IBM 308 Phone: 451-6766

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, market research techniques, market segmentation and target market selection. In addition, the student will learn the variables that create the marketing mix and find out how these variables can be manipulated in order to make the product more appealing to the target market.

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EVALUATION

Final examination	<u>30</u>	<u>%</u>
Mid-term	<u>20</u>	<u>%</u>
Attendance and Participation	<u>20</u>	<u>%</u>
Assignments	<u>30</u>	<u>%</u>
TOTAL	<u>100</u>	<u>%</u>

NOTE: In order to get credit for the assignments as well as the lab marks, you must have a passing grade on the total of the midterm and the final exam. That is, the combined marks of the midterm and the final must exceed 50%. No Make-ups on exams.

REQUIRED STUDENT COURSE RESOURCES AND MATERIALS

Fundamentals of Marketing Sixth Canadian Edition
Sommers/Barnes/Stanton

Optional: Student Study Guide

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 decisions.
6. Explain the consumer buying process and the multiple influences on consumer buying behaviour.
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. (place)

PLEASE NOTE:

- A. For late submission of projects, 5% will be deducted per day for each day late.
- B. Up to 10% of the marks will be deducted on the project for spelling and grammatical errors.
- C. The attendance policy as outlined on page 10 of the BCIT Calendar will be enforced. 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.