

British Columbia Institute of Technology

Course Outline

Course **MARKETING 114**

Instructor(s) **George T. Jacob** Office **SE6, Room 312**

Office hours **TBA** Local **6767**

Start date **January, 1994**

Term **2** No. of weeks **13** Hrs/Wk **3** Credit

Total hrs. **39** Lecture/wk Lab/wk

Tutorial/wk Practicum

Offered by: School **Business**

Program **Marketing & Tourism**

Taught to: School **Trades**

Program **Operations Management**

Option

Prerequisites:

Requisite for:

Prepared by: **George T. Jacob** **December 1993**

Marketing Faculty **Date**

Associate Dean:

Date

Description/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 marketing mix and find out how these variables can be manipulated in order to make the product more appealing to the target market.

The course is specifically designed for the use of the audience. In essence, the student will learn how to set up a Marketing Plan for a product or service, from a management point of view.

Goal(s)

1. To discuss the various marketing functions and how to integrate them with other functions of the organization.
 2. To teach skills in solving marketing problems.
 3. To improve the student's ability to communicate.
 4. To put together a Marketing Plan.
-

Outcomes

Evaluation

Final Exam	25%
Midterm Examination	25%
Cases	20%
Lab	20%
Participation	10%

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 Exam.

Text: Marketing Basics by George T. Jacob

Reference: Fundamentals of Marketing by Sommers, Barnes and Stanton,
McGraw-Hill Ryerson, Sixth Canadian Edition.