

APR 17 1997

## *Marketing Management Technology*

*Directed Studies — 1996–97 Term*  
MKTG 4418

# **MANUAL AND CLASS OUTLINE FOR INDUSTRY- SPONSORED PROJECTS**

*School of Management*

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY





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# Introduction

Directed Studies (DS) gives the student a unique opportunity to apply important practical aspects of marketing theory to real business situations. It enables students to prove to themselves and prospective employers that they can complete challenging assignments in their chosen areas of career development. The course is an industry-sponsored project practicum, where students (under the guidance of a faculty advisor) maintain close and regular contact with sponsors.

## Selecting Projects

Although all DS projects must be approved by BCIT program heads or faculty advisers, students must complete their own, career-appropriate projects through direct contact with industry representatives.

Some projects are offered by sponsors to the Marketing Department and are listed on the Marketing notice board in the IBM building in late December. (New projects are added as they are received.) Projects are listed as closely as possible to areas of specialty. Students may follow up these opportunities, but *must receive the approval of the program head or DS coordinator* before they initially approach the sponsor.

Students who do not initiate their own projects by the required deadline date will be assigned projects by the program head.

## Costs

Sponsors pay a \$250 non-refundable commitment fee to defray the immediate costs of administration, course materials, and unrecoverable course material expenses, such as postage etc. Sponsors are also responsible for stationery, printing, and data processing costs, plus additional expenses (data entry, report typing, transportation, postage etc.) incurred by the student *with the sponsor's prior approval*.



# Orientation Package

## Objectives

A Directed Study is a practical business application of marketing theory, conducted by students under the direction of instructors or faculty advisors. This orientation package has two main objectives:

- ☐ to give the student direction on the nature, depth, quality, and scheduling of a major marketing project.
- ☐ to assist the student in the effective use of "creative thinking" in the early phase of directed studies so the student will decide to pursue a well-defined problem that is appropriate to his or her career goals.

## Purpose

- ☐ to integrate the knowledge and understanding achieved in formal studies with the practical realities of business and community life
- ☐ to allow the student to pursue problems of his or her particular interest within marketing technology disciplines (such as market planning, market research, merchandising, sales management, advertising, location analysis, and so on)

## What Constitutes a Good Proposed Project "Problem"

In preparing their project descriptions, students must focus on two distinct "problem" characteristics, on which to base solutions:

- ☐ The proposed problem may be a real one within an existing company or business situation where the student has access to both primary and secondary data.
- ☐ The proposed problem may be a new product or service idea which could form the type of problem that requires access to both primary and secondary data.

## Deadlines for Proposed problems

Students must submit an outlined description of their projects by:

**Monday, January 20, 1997**

The project description will be finalized and approved by faculty on:

**Wednesday, January 22, 1997**

***No time extensions will be given.***



## What Constitutes a Good Completed Project

- ☐ Each problem (or challenging sub-problem of a larger problem) is well-defined.
- ☐ The proposed methodology, data gathering, and analysis are carefully thought out *before the student begins the project*. This ensures the project's feasibility within the time and resource limitations of the student. Such careful planning might include a preparatory flowchart of project activities required, "critical path" guidelines, and so on.
- ☐ The project must include two major study components of approximately equal weight:
  - Recommendations
  - Implementations (based on a cost-benefit assessment)

These components are *in addition* to the data gathering and reporting elements of the project.

- ☐ In planning the report's final format, the final real or theoretical *user* of the report is considered: i.e., whether the user is technical staff or management.
- ☐ The report's *content* is communicated clearly and effectively in its final form, including the following considerations in its presentation:
  - careful listing of contents, indexing and cross-referencing
  - logical organization
  - readable, consistent layout and labeling
  - simplicity of language and non-repetitiveness
  - use of graphics to replace or elucidate text
  - consistency between text and graphics.

## Faculty Advisors

Students will be assigned one faculty advisor for each project. The faculty advisor *assists in furthering the student's own thinking*, rather than directing the student along instructional lines. Students *must* meet with their advisor weekly to discuss and review the project's progress. (There is a mark allocation to be used for grading the consistency of these reviews, and it will have a bearing on eligibility of student projects for awards.)

## Report Writing and Formatting

Students must have good practical English and business writing skills. Accuracy in spelling, language usage and expression is important.

All reports must be appropriately bound. Pages are to be typed with a 1.1/2 inch left-hand margin. The *Suggested Format Guideline* on page 5 will assist students in choosing and developing a suitable format. Refer to Appendix C for specifications on cover format.



## Policy and Procedures

The *Policy and Procedure Statement* that appears later in this document verifies the educational nature of the DS projects. All persons or organizations outside of BCIT who become involved in a DS project must be informed of the Policies and Procedures.

Particular note should be taken of the BCIT directive on *Confidentiality of Student Research Papers*. The appropriate form (DS-3) is to be included after the title page in the final report. (Refer to **Appendix B**.)

## Marketing Research Methodology

Both the sponsor and the faculty advisor give initial direction to the student in how exploratory research is to be conducted. They will require a detailed Marketing Research Design proposal, to define the problem, objectives of the study, the research form, the project's scope, an activities schedule, and an estimated project budget. Refer to **Appendix A**.

The survey method consists of *both* primary and secondary information:

- ☐ Primary data will be collected by the formal survey design method or equivalent research technique.
- ☐ Secondary data will be obtained by information investigation of periodicals, newspaper articles, government data, etc. All secondary sources must be properly documented in the bibliography and in footnotes, where credibility of a source will emphasize a premise or finding.

Where applicable, the Statistical Package for the Social Sciences (SPSS) program—or another appropriate statistical analysis package—will be used in the analysis of primary data in order to compute statistics including frequencies, cross-tabulations and the required regression analysis.

## Budget Approval by Sponsor

Students must submit forms DS-1 (*Confirmation of Project Sponsorship*) and DS-2 (with the \$250 commitment fee) before January 31. Refer to Appendix B.

The student must submit a project budget, signed and approved by the sponsor. Any budget changes caused by changes in sampling methods or size, or other extenuating circumstances, must have the written approval of the sponsor, with a copy sent to the faculty advisor.



# Format for Directed Study Reports

## 1. Title Page

The study report should feature a title that encompasses the content of the report.

## 2. BCIT Student Confidentiality Waiver

## 3. Introduction

## 4. Table of Contents

Shows major headings only, with page numbers. If there are a number of illustrations, it is also appropriate to list them here too .

## 5. Executive Summary

A brief summary of your findings and recommendations should be shown before the body of the report. This makes it easy for the busy executive to see at a glance what you have done.

## 6. Acknowledgments

## 7. Body of the Report

This is divided under separate headings, to include:

- ☐ **Objectives**—stated briefly and clearly
- ☐ **Methodology**—an outline of the methodology used in collecting the information, such as sampling method, questionnaire design, and so on
- ☐ **Limitations**—an outline of the study's limitations, showing reasons, where appropriate
- ☐ **Analysis**—the process used to assemble the results of the primary and secondary data collection
- ☐ **Findings and Conclusions**—distinguished from the Executive Summary in that the findings are presented in detail and give a thorough rationale in support of conclusions and recommendations that follow
- ☐ **Recommendations**—a strategic action plan that specifically states how to solve the problem, including a cost-benefit assessment of the recommendations



## Format for Directed Study Reports ... continued

### 8. Appendices

These sections should be used to show detailed statistics, maps, articles and other relevant information gathered in support of the main body of the report.

One appendix must also include a copy of your original budget, and a statement comparing it to actual expenses.

All Appendices must be related and cross-referenced to the text in the body of the report. They should be sequenced as they appear in the text.

### 9. Bibliography

All references to books, periodicals, interviews, etc. should be shown in detail, including the author's/interviewee's name, publisher's name, and date of publication/interview.

### Further Suggestions for making an Effective Report

- ☐ Make the report lively and appealing
- ☐ Present your arguments logically
- ☐ Use simple and straightforward wording—avoid jargon
- ☐ Stress practical action and include a cost-benefit analysis
- ☐ Use graphic devices (charts, illustrations, typestyling)
- ☐ Use colour, if possible
- ☐ Use footnotes when you need to add in more complex explanations, specific references, and so on
- ☐ Use 3rd-person format (*not* "we/our" or "you/your")
- ☐ Use active verbs, wherever possible.

Reports must be typed in a technical format so that paragraphing, footnotes, indexing etc. are logical and easy to read. Refer to any good, current publication on technical report writing.



# Policies and Procedures

Directed Studies is an approved course in the Marketing Management Program. Its purpose is to provide students with an authentic and practical work assignment in their field. This brings students and faculty into contact with the public-at-large, and with particular marketing practitioners. It is important, therefore, that all those who participate in the conduct of a Directed Studies undertaking be aware of certain conditions and limitations. These are reflected in the following statements.

## Policies and Procedures

- ☐ While requests from organizations or individuals for students to undertake specific projects are welcomed, there should be no assumption that such requests can be filled on demand. The students have right of commitment to projects of their choosing up to January 13th. Thereafter, projects may be assigned.
- ☐ Student grading of projects will be weighed according to the combined *education* and *practical* merits of the undertaking. Hence, the project beneficiaries should be prepared to establish meaningful and on-going progress guidance of the students as well as *critical evaluation* of the final results.

Studies *must* include *recommendations* and *implementation* components, as well as the data gathering/reporting element. The *recommendation* and *implementation* components of the study should be equally rated and include a *cost assessment analysis*.

- ☐ No project will be undertaken if it can be construed as "taking business away" from commercial agencies. In other words, the students should not be perceived as a substitute for paid professionals.
- ☐ No remuneration of any kind should be offered to, or should be considered by faculty and/or students involved in a project.



- ☐ All direct expenses which arise as an essential component of a project (such as mailing, duplicating, secretarial, transportation costs, key punching and data processing, etc.) must be covered by the *sponsoring* firm or organization. The sponsor, being the party which has requested, or agreed to be the beneficiary of the project. An initial non-refundable Commitment Fee of \$250 is to be paid on receipt of invoice, made payable to the Marketing Department, BCIT. The standard invoice must be attached. Final invoices will be issued by April 30th.

*Final student grades will be withheld until all expenses have been accounted for.*

- ☐ Confirmation of Project Sponsorship (DS-1) and an Invoice for the \$250 non-refundable commitment Fee (Form DS-2) must accompany the Statement of Policies and Procedures given to sponsors. Students are responsible to see that this is done.
- ☐ Mail surveys require collection of mail from the assigned box in Stores. The box must be cleared by April 15, and the cost of prepaid post included in the invoice to the sponsor. Be sure to include cost of invalid responses as well.
- ☐ Duplication of questionnaires cannot be done on BCIT printers.
- ☐ Where students cannot use BCIT services to carry out project requirements (i.e., typing, duplicating, and mailing) the sponsor must provide those services in order to fulfill the project.
- ☐ Students must advise sponsors that they must be prepared and permit their sponsorship of the project to be identified during the information gathering phase of the project, if required.
- ☐ In the course of many projects, the students obtain voluntary information from numerous sources. These sources rightfully participate on the understanding they are contributing to an educational exercise. Therefore, all such participants share a common right of access to project information *gathered at large*. Of course, confidentiality will apply to *internal information* contributed by project sponsors.



- ☐ Students cannot sub-contract any portion of the data-gathering phase to other companies, with the exception of questionnaire data transcribed on anti-magnetic tapes or disks from data companies.
- ☐ Students using SPSS for data analysis will be monitored for excessive use and runs. ID numbers will be assigned to students using computer facilities on campus. No portion of the SPSS program shall be sub-contracted out.
- ☐ Edited and precoded questionnaires *must* include the name and telephone number of the students, and should be presented to the appropriate data entry firm in this format.
- ☐ Two different invoices are provided for invoicing at completion of the project. Expenses due to BCIT by the sponsor are to be invoiced on Form DS-4. Students having to be reimbursed for out-of-pocket expenses should invoice the sponsor directly (Form DS-5).

*Do not invoice sponsor to pay BCIT and then invoice BCIT to pay student. Invoices must be accompanied by receipts.*

- ☐ Students are required to return data tapes/disks to the respective data companies (i.e., Elan Data, ACL Records, etc.). Failure to return this material and arrange for the repayment of outstanding accounts will result in a student's grades being withheld, and participation in the Directed Program Study will be considered incomplete.

The Faculty  
Marketing Management Technology



# Selection, Monitoring and Grading of Directed Studies Projects

## Selection of Projects

### Areas Covered

In order to be approved, student project proposals must clearly demonstrate that the project will:

- ☐ cover two areas of marketing; a full information gathering phase covering all appropriate primary and secondary sources
- ☐ an analysis/planning phase where the information gathered has led to the formulation of logical and practiced recommendations to the benefit of the project sponsor.

### Student Teams

Three students must work together on one project.

It is the students responsibility to form their own teams (within or with other program options). Students that have not been teamed up by December 12, 1996 will be arbitrarily assigned partners by Program Heads. Teams of more than three will not be allowed as these have proven to be unworkable.

### Qualifications

All Directed Studies projects must meet the following qualifications:

- ☐ The objectives of the study must be *specific* and *relevant* to management use.
- ☐ Reliable reference sources (publication and personal contacts) must be available and accessible to the degree required, and clearly stated in footnotes and bibliography.
- ☐ The scope of the study must be compatible with a *three month* time completion allowance, and the overall course-load commitments.

## Monitoring of Projects

Each project will be assigned a faculty advisor who will approve the project selection, provide guidance, and grade the performance, throughout the following project stages:



### **Stage 1—Planning**

Project planning will take approximately two weeks. Written submission of proposed project, to include specific objectives and reasons for undertaking the project. Consideration should be given to the out-of-pocket cost of undertaking the study. A signed sponsorship form must accompany the submission.

☐ **Deadline:** *Monday, January 20*

Submission of project development plan, to include methodology to be used, reference sources, (personal contacts and data sources) and an activities schedule containing at least three in-progress phase completion dates; also complete detailed budget of all direct expenses.

☐ **Deadline:** *Wednesday, January 29*

Faculty advisors meet with students and sponsors to define terms of the project. The statement of objectives and research methodology is a *critical* phase that requires frequent meeting with your sponsor and advisor.

### **Stage 2—Field Work**

Includes primary and secondary data collection. Submission of interim phase reports as provided for in second stage.

☐ **Deadline:** *Wednesday, January 29 to  
Wednesday, March 26*

### **Stage 3—Written Report**

Students submit a gradeable rough draft of their report prior to submission of the finished report. The specific submission date for this draft is to be agreed upon with the faculty advisor.

☐ **Deadline:** *Friday, April 25*

Finished written report to meet Technical Report Standards, including an Appendix on actual and estimated expenses. Upon completion, students must submit a final actual statement of expenses and copy of the invoice(s).

### **Stage 4—Oral Report**

An oral report/presentation must be done by each student group in the presence of the faculty advisor, and sponsor, provided that the written report meets acceptable standards of quality and accuracy. The written report should be submitted to the sponsors after the oral presentation.

☐ **Deadline:** *Wednesday, May 7*



## Grading of Projects

Grading will be applied by the project faculty advisor on a combination of "team" and "individual" performance bases.

Grading will be assigned and weighted to the project stages as follows:

		Weight
STAGE 1	Preplanning	20%
STAGE 2	Field Work	20%
STAGE 3	Written Report	40%
STAGE 4	Oral Report	20%

- ☐ Marks are not necessarily shared equally by students.

### Late Penalty

A standardized *late penalty* of 10% per school day will be deducted for late submissions in each of the above noted project stages.

### Grading Criteria

All students must earn a minimum 50% grade in each DS project to receive course credit. Reports submitted that fall below this standard, will result in the student(s) being notified of the course of action necessary that may be either:

- ☐ the project must be revised and corrected by June 1st to warrant a passing grade
- or
- ☐ the Directed Studies course must be repeated before the student(s) graduate.

*Grading of the formal written report will be based on a variety of objective criteria. Individual faculty advisors may modify this format somewhat to meet specific project needs. A superior looking report may not make up for inadequate field work.*

The oral presentation to the sponsor may be denied if the results are incomplete or unsubstantiated. It is to students' benefit to have an oral presentation.



## Eligibility

For DS Project to be eligible for consideration of an award, the following criteria must be met and confirmed by memo to the DS coordinator by March 1, 1997.

- ☐ The DS project must meet the requirements of the Marketing Department Directed Study Course Outline.
- ☐ It must be sponsored through a formal request from industry, written on company stationery, outlining the sponsor's needs in terms of marketing practice, how the project is to be managed, and an objective description of the expected end product (normally something which adds value to the company's operations).
- ☐ To meet academic content requirements, the establishment of a project of this nature must be carried out in consultation with faculty advisors.
- ☐ Project sponsors must be external to BCIT.
- ☐ Projects must be performed in the student's graduating year and completed by the end of the term prior to Convocation.
- ☐ The project if chosen as an award finalist, must be:
  - presented both orally and in writing
  - include an executive summary
  - be supplemented by audiovisual material

Proper release forms must also be completed, as described in the student outlines.

- ☐ Periodic records must be kept indicating sound project management techniques according to industry standards.



# Appendix A —The Design of Research Investigations

## The Nature of a Design

A research "design" might be described as a series of advance decisions that, taken together, comprise a master plan or model for the conduct of the investigation. These decisions can only be made once the problem is defined and the objectives of the research are specified, and should generally precede embarking on the project. An appropriate design requires careful consideration of the problem and objectives to be met in relation to the time and resources available for the study.

The design, or plan, of a research investigation is best put in writing. It will ordinarily cover the following aspects:

- ☐ Objective(s) of the investigation, including perhaps first a statement of general aims and then one of operational objectives in as specific a form as possible.
- ☐ The relation of these objectives to the problem at hand.
- ☐ The form in which results will be obtained and how they may be used. This section should include a description of the type of "Research Design" chosen for the project, illustrating reasons as to why and how it was chosen.
- ☐ The methods to be used in attaining each of the objectives of the investigation, with perhaps an appendix or two on the more technical aspects. This section should include a detailed listing of how primary research will be gathered with comments on Sample Description/Sample Frame and Size/Data Analysis Techniques that will validate the findings.
- ☐ A time schedule for the entire operation, including tentative deadlines for specific phases of the work.
- ☐ An outline of secondary data sources.
- ☐ A budget with breakdowns by type of expenditure.
- ☐ Form and scope of final report.

This outline is a fairly general one. The organization of the research design in practice will usually vary with the type of problem.



## Appendix B — Forms



## CONFIRMATION OF PROJECT SPONSORSHIP

We appreciate the confidence and interest you have placed in our students by engaging in a Directed Studies joint venture. We are confident that mutual benefits will result from the experience.

When student(s) and person(s), acting on behalf of a sponsoring firm or organization agree to a Directed Studies undertaking, adherence to the attached statement of policies and procedures must be guaranteed.

It is agreed that the sponsor will make payment of the non-refundable \$250 Commitment Fee upon approval, per attached.

Your signature below confirms your agreement to carry out contact commitment, financial support of direct expense if required, and understanding of the educational purpose associated with the undertaking.

Date \_\_\_\_\_

NAME OF FIRM/ORGANIZATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

AUTHORIZED BY: \_\_\_\_\_ TITLE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

STUDENT NAME: 1. \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

STUDENT NAME: 2. \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

STUDENT NAME: 3. \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

STUDENT \_\_\_\_\_ STUDENT

SIGNATURE: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

STUDENT SIGNATURE: \_\_\_\_\_

FACULTY ADVISOR: \_\_\_\_\_

cc: To Sponsor

To Faculty Advisor, Marketing Management Technology

Form DS-1



**STUDENT PROJECT TEAM**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Marketing Management Technology,  
British Columbia Institute of Technology,  
3700 Willingdon Avenue,  
Burnaby, B.C.  
V5G 3H2

Attention: \_\_\_\_\_  
Directed Studies  
Faculty Advisor

**INVOICE**

Date \_\_\_\_\_

To: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

As part of the student undertaking to conduct Directed Studies project.

NON-REFUNDABLE COMMITMENT FEE . . . . . \$250.00

Please make cheques payable to Marketing Department, B.C. Institute of Technology.

Please return copy of invoice with payment to appropriate Faculty Advisor.

Attachment: Policies & Procedures Affecting Sponsors and Students.

cc: Faculty Advisor

Form DS-2



# Selection, and Eligibility of Student Projects for Monetary Awards

In 1997 the Marketing Department of the School of Business in conjunction with the BCIT Technology Centre will be awarding monetary prizes to deserving Marketing students for excellence in successful completion of Directed Studies projects.

The awards will be made to individuals who comprise the winning teams of successful projects on the following bases:

Real Estate	—	1 award (per team of 3 students)
Tourism	—	1 award (per team of 3 students)
Technical Sales & Marketing	—	2 awards (each of one team of 3 students)

Students awarded a winning project will receive honorable mention at the graduating awards ceremonies. Number and size of awards are subject to change pending funding approvals.

## Selection Criteria

- ☐ Faculty Advisors will grade the student projects in accordance with Department grading standards as noted in the student Directed Studies Manual (degree of difficulty, quality of work, deadline successes and written/oral presentation).
- ☐ A committee comprising the faculty involved in the administration of Directed Studies Projects, and the Associate Dean of Marketing will rank the projects in the respective programs areas and nominate those to be submitted for competition. Sponsor input as to the value of the study will be a major consideration.
- ☐ The Dean of the School of Business, in consultation with the Marketing Department faculty and the BCIT Technology Centre, will make the final decision on prize winners. Student presentations to Advisory groups may be required at this stage.



**AN AGREEMENT REGARDING THE  
CONFIDENTIALITY OF A SPONSORED REPORT**

The report, "\_\_\_\_\_", includes information provided by one or more sponsoring organizations.

**The author(s) agree(s):**

1. to submit a copy of the report to the sponsor(s);
2. to submit one (or two) copies of the report at the discretion of the marking instructor. One copy of the report is for use of Authors;
3. to refrain from any further reproduction and/or distribution of all or part of the report without the written permission of the sponsor(s);
4. to otherwise keep confidential the contents of the report.

**The sponsor(s) agree(s):**

1. to refrain from distributing externally any part of the report, whether original or copied;
2. to refrain from holding BCIT responsible for any breach of the confidentiality of this report;
3. to refrain from holding BCIT responsible for the contents of this report.

**The marking instructor(s) agree(s):**

1. to refrain from reproducing all or part of this report without permission of both author(s) and sponsor(s);
2. to otherwise keep confidential the contents of the report.

\_\_\_\_\_  
(Student's Signature)

\_\_\_\_\_  
(Sponsor(s) Signature)

\_\_\_\_\_  
(Student's Signature)

\_\_\_\_\_  
(Instructor's Signature)

\_\_\_\_\_  
(Student's Signature)

Form DS-3



**RE: 1996/97 DIRECTED STUDIES — MARKETING MANAGEMENT**

DATE	QTY.	ITEM	AMOUNT
STATEMENT OF EXPENSES:			
		Envelopes - Size:	
		Envelopes - Size:	
		Letterhead:	
		Photostating/Printing	
		Overheads:	
		Postage (Replies):	
		BALANCE OWING TO BCIT	

cc: Faculty Advisor - Marketing Management Department

Form DS-4



**THIS FORM TO BE USED TO INVOICE EXPENSES  
PAYABLE TO BCIT ONLY.**

**NOT TO BE USED FOR PERSONAL EXPENSES  
INCURRED BY STUDENTS.**

STUDENT PROJECT TEAM

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Marketing Management Technology,  
British Columbia Institute of Technology,  
3700 Willingdon Avenue,  
Burnaby, B.C.  
V5G 3H2

Attention: Mr. G.J. Bailey  
Directed Studies  
Coordinator

**INVOICE**

Date \_\_\_\_\_

To: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*Please make cheques payable to Marketing Department, B.C. Institute of Technology.

\*A separate invoice is required for expenses incurred by students.

\*Please return copy of invoice with payment.



Date \_\_\_\_\_

THIS FORM TO BE USED TO INVOICE THE SPONSOR FOR EXPENSES PAYABLE TO STUDENTS.

THE SPONSOR (COMPANY):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### INVOICE

The following amount is now owing and payable to the students. (Name one to whom cheque is made payable.)

(Name) \_\_\_\_\_

(Address) \_\_\_\_\_

(Telephone) \_\_\_\_\_

ITEMS	AMOUNT
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
TOTAL	_____
_____	_____

\_\_\_\_\_  
Signature of Sponsor

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
(Signature of Student)

\_\_\_\_\_  
(Signature of Student)

\_\_\_\_\_  
(Signature of Student)

\_\_\_\_\_  
(Faculty Advisor's Signature)

Form DS-5



## Appendix C —The Cover Format for Directed Studies

TITLE

by

(Student) & (Student) + (Student)

Apri, 1997

APRIL

XXXX XXXXXX LTD.

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY