

School of Business

**MKTG 1115**  
**Essentials of Marketing**

*Start Date:* January 3, 2001*End Date:* March 9, 2001*Course Credits:* 3*Hours/Week:* Lecture: 1 Lab: 2*Taught to:* OPMT 2 A, B 4A, B*Prerequisite:* None**Instructor:** Cindy McPherson

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Office Hours: Posted Outside Office

**Course Description and Goals:** The main focus of this course is to describe the marketing concept as it applies to business organizations and the environment in which the business operates. The emphasis throughout the course is the application of the marketing concept to real life situations, both from a micro and macro viewpoint.

Lectures are designed to build a solid foundation of marketing fundamentals and review difficult concepts from the text, while labs are geared toward solving different company marketing problems in case study formats. Students will present their solutions to the class either orally or in written report format. *As this course is also designed at improving the written and oral presentation skills of the student, each case study is marked for both content and professional quality of delivery. Students must complete all the written and oral presentation assignments in order to pass the course.*

*Handwritten signature: [Signature] Jan 18, 2001*

## MKTG 1115 Course Outline (cont)

### Evaluation:

Final Examination	30%
Mid Term Examination	20%
Attendance, Attitude and Participation	10%
Quizzes	10%
Book Review	5%
Case Presentation	<u>25%</u>
<b>Total</b>	<b>100%</b>

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### Learning Resources:

*Marketing: Real People, Real Decisions –  
Solomon/Stuart/Carson/Smith*

*Additional Reference Material:*

*Marketing Magazine, Advertising Age, Adbusters*

### Course Notes: (Policies and Procedures)

1. BCIT Policies on Behaviour, Conduct and Attendance as described on pp. 4,5 and 6 in the school calendar will be enforced. Please note excessive absence will be deemed to be missing more than one lab, for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student shall be disqualified from writing the final exam.
2. The student is required to achieve a pass (50%) on the combined marks of the Mid-term Exams and Final Exam in order to receive credit for the Assignments.
3. The Mid-term exams and Final exam must be written on scheduled dates at scheduled times. The student is required to ensure he or she is available to write exams at the appoint times. **No Make-ups on Exams or Quizzes.**
4. The student is required to complete and submit every assignment to successfully complete this course. Failure to complete all components of the assignments will result in not receiving marks allocated for exams and assignments.
5. Since effective time management skills are important for success in business: late submissions of projects will result in 10% deducted per day for each day late. Late submissions must be delivered in person to the instructor.

6. Since a high level of written communication skills is important for career success, spelling, grammar and sentence construction will be considered in assigning marks. Up to 25% of marks on an assignment can be lost due to poor grammar.
7. The student is required to keep a back-up copy of all written submissions, and be prepared to provide the instructor with a second copy of any submissions, upon request.
8. Case examples, guest speakers, videos, demonstrations and discussion may be presented during lectures and labs. All of these as well as readings and lectures shall be eligible material for exams.
9. The participation grade shall be based upon the degree to which the student:
  - Arrives for lectures and labs on time
  - Asks questions which are relevant and thoughtful
  - Volunteers and contributes valuable ideas during class discussion
  - Contributes to team and group activities
  - Demonstrates professionalism and willingness to participate in role-plays and exercises
  - Enhances the learning environment for fellow students (*Please note talking during lab and lecture at inappropriate times can result in losing participation marks*).
10. "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to students who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)
11. The instructor may change the material specified in the course outline. If changes are required, they will be announced on the course website (if possible) and/or in class.

Week	Topic	Reading	Notes
January 8	Introduction	Chapters 1,2	
January 15	Strategy	Chapters 3,4,5	
January 22	Multinational Environment Market Research	Chapters 6,7	
January 29	Consumer Behaviour Business to Business Markets	Chapters 8, 9	
February 5	Target Marketing Creating the Product	Chapters 10, 11	Take Home Midterm due in Lecture
February 12	Managing Products Services and Intangibles	Chapters 12, 13	
February 19	Pricing	Chapters 14, 15	
February 26	Channel Mgmt/Promotion	Chapters 16, 17, 18	
March 5	Final Exam Week		