

School of Business

MKTG 1115
Essentials of Marketing

Start Date: January 4, 2000

End Date: March 10, 2000

Course Credits: 3

Hours/Week: Lecture: 1 Lab: 2

Taught to: OPMT 4A, B

Prerequisite: None

Instructor: Cindy McPherson

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Office: SE 6 - Room 312

Office Hours: Monday - 1130 - 1220

Wednesday - 1630 - 1720

Thursday - 0930 - 1120

Course Description: *Focuses on applying the marketing concepts from the introductory marketing course. Emphasizes the development of personal selling skills. Students will develop a comprehensive plan for marketing and selling a product or service.*

Course Goals:

Overview of the marketing concept/function, and how it can be applied to any type of organization or service.

Topics to be covered will include the controllable and non-controllable elements of marketing, strategy planning, market characteristics, marketing research techniques, market segmentation and target market selection.

Sales skills will be introduced and practiced.

Develop a comprehensive plan for marketing and selling a product or service

MKTG 1115 Course Outline (cont)

Evaluation:

Final Examination	30%
Mid Term Examination	20%
Attendance, Attitude and Participation	10%
Individual Written/Oral Assignments	10%
Group Project	<u>30%</u>
Total	100%

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.

No marks are given for missing oral presentations.

- A. For late submission of projects, 25% will be deducted per day for each day late.
- B. Up to 25% of the marks will be deducted on the project for spelling and grammatical errors. **Proofread your work!**

Learning Resources:

BizPlan Builder - Jill E. Kapron

Additional Reference Material:

Marketing Magazine, Advertising Age, Adbusters

BCIT Policy Information for Students

BCIT Policies on Behaviour, Conduct and Attendance as described on pp. 4,5 and 6 in the school calendar will be enforced. Successful completion depends on the student attending 90% of the course time, passing the cumulative of the midterms and final exam, as well as successful completion of the course projects. Please note excessive absence will be deemed to be missing more than two lab hours for reasons within the student's control or for reason's not found as reasonable by the instructor (see course calendar for more details). Upon notification of excessive absence and failure to provide adequate explanation, consequences could include course failure as per BCIT policy.

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Winter 2000

Schedule***Subject to Instructor's discretion*

Week	Date	Lecture
1	Jan-10	Introduction to Marketing
2	Jan-17	Market Environment/Segmentation
3	Jan-24	Product and Price strategy
4	Jan-31	Promotion and Place Strategy
5	Feb-07	Midterm
6	Feb-14	Introduction to Sales
7	Feb-21	Planning and The Approach
8	Feb-28	The Customer and Sales Presentation
9	Mar-06	Final Exam