

FEB 18 1999

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Part A

School of Business

Program: Operations Management

MKTG 1115 Essentials of Marketing

Hours/Week: 3	Total Hours: 30	Term/Level: 2nd Year (4A)
Lecture: 2	Total Weeks: 10	
Lab: 1		

Prerequisites:

Acceptance into BCIT School
of Business Diploma Program

MKTG 1115 is a prerequisite for:

N/A

Instructor: Rob Duncan

Course Goals:

An introductory course designed to provide the student with an 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.

Course Description:

This is an introductory course in 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 how these variables can be adjusted in order to make a product/service more attractive to its target market. The student will learn how to apply basic research techniques, and will learn how to write the marketing section of a business plan.

Evaluation:

Course Project:	40%
Mid-term Exam:	20%
Final Exam:	30%
Lab Attendance/participation:	10%
Total:	100%

NOTES: students must obtain an aggregate mark average of 50% on the midterm and final exam in order to pass the course. In addition, a student missing more than 2 labs without a valid excuse will be disqualified from writing the final exam.

Course Outcomes & Sub-Outcomes:

Upon successful completion of this course, the student will:

1. Understand the marketing concept, and the environment for marketing decision-making, including both uncontrollable and controllable elements.
 2. Be able to write the marketing section of a business plan.
 3. Know how to conduct basic market research, including questionnaire design, sampling, review of data analysis as applied to marketing research, qualitative research.
 4. Understand the consumer buying-process, key product concepts, and the techniques of market segmentation and targeting.
 5. Be able to explain how industrial markets differ from consumer markets.
 6. Know how to apply basic concepts of pricing, promotion, and distribution channel selection.
-

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Part B

School of Business

Program: Operations Management

MKTG 1115 Essentials of Marketing

Effective Date

January 1998

Taught to: Second Year Operations Management Sets OPMT 4A & 4B

Instructor:

Rob Duncan

Office No: SE6-304

Phone: 451-6768

E-Mail: rduncan@bcit.bc.ca

Web: www.bcit.bc.ca/~sob/fp/rduncan/rduncan.htm

Office hours: As posted

Texts and Equipment:

Required:

Bizplan Builder Workbook



Optional Background Reading:

Marketing - Canadian Edition
Keegan, Moriarty, Duncan, Paliwoda
Publisher: Prentice Hall

Basic Marketing - 7th Can. Edition
McCarthy, Shapiro, Perreault
Publisher: Irwin

Course Schedule:

Week 1:	Introduction of instructor, students, course outline, textbook, course overview
Week 2	Marketing concept, environment, planning, segmentation
Weeks 3-5	Marketing research & writing the marketing section of the business plan
Week 6	MIDTERM EXAM
Week 7	Product & pricing strategies
Week 8	Distribution & promotion
Week 9	Course review
Week 10:	FINAL EXAM
