
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.

All units are designed for three hours generally consisting of two hours of lectures and one hour of lab work.

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.
-

Outcomes

See page 3

Evaluation

Final Exam	30%
Midterm Examination	30%
Cases	15%
Project	20%
Participation	5%

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

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

Study Guide accompanying text is **optional**.

COURSE SCHEDULE

<u>Week</u>	<u>Text Ref</u>	<u>Topics</u>	<u>Learning Outcomes:</u>
1.	Ch. 1&2	Importance of marketing	Why study marketing?
2.	3&4	Strategic Planning & Market Segmentation Case 1: P. 70, Upper Canada Brewing Company.	Segmenting a market and selecting target markets for products & services <i>1/17 - PRES. 1/24</i>
3.	5&6	Positioning Strategy & Consumer behaviour	How to assess competition and sales potential. Why people buy.
4.	7	Marketing research Case 2. P 240. Atlantic Lottery Corporation	Marketing information in decision making <i>1/31 - PRES 2/14</i>
5.	8&9	Product planning Mid Term exam. Chapters 1 - 7 inclusive.	How to commercialize a new product. <i>2/10</i>
6.	10&11	Branding Packaging and Service marketing	Importance of branding and packaging and differences in marketing products.
7.	12&13	Pricing Strategies	Various methods of establishing price.
8.	14,15&16	Distribution strategy Case 3. P 528. Toronto-Dominion Bank	Wholesaling, retailing and modes of distrib. <i>2/21 - PRES 2/28</i>
9.	17,18&19	Promotional strategy Project: New Product Plan	Roles of advertising, sales and sales promotion and public relations. <i>3/7</i>
10.	Review	Implementing the plan	Details, responsibilities, budgets and timetables.

PRESENTATION # JUDGES' GUIDELINES. SET: _____

Please judge the case presentations against the criteria listed below. You will be required to give a n individual mark out of a total of 10. This grade will be averaged in light opf the grades given by other members in the adjudicating set and the grade allocated by the instructor. The final combined grade will be applied to all members of the presenting group.

A. PRESENTATION: Was it:

- 1. Clear _____
- 2. Logical _____
- 3. Interesting _____
- 4. Were visuals appropriate, effective, consistent and legible _____

B. ANALYSIS. Was it:

- 1. Complete in your opinion _____
- 2. Were all questions given the appropriate balance of emphasis _____
- 3. Were the arguments convincing. _____

C. OVERALL IMPRESSION

- 1. Did the group use the theories detailed in the text to support their position _____
- 2. Did the group effectively use their own experiences to support their contentions _____
- 3. Was the project effectie in taking the class beyond the textbook into practical application of real marketplace activity _____

NEW PRODUCT PROJECT.

1. Structure. This product plan will be completed in your group. You will have time to work on it during the labs. All members of the group will be awarded the same grade unless it is obvious that the amount of effort and input has been out of balance. You will be required to produce a "group" written report (Minimum of 10 pages double spaced) and your group will be required to present its plan to the set. 15% will be allocated to the written and 5% to the oral parts of the project. Total 20% The written and oral sections are due on the first Thursday in March.

2. Report format.

The new product

Choose a new product from a group brainstorming session. Then take it through the stages of screening, evaluation, market testing and commercialization. Use these sub-headings in developing your report.

- a. Situation analysis. Report on the economy, the market, the competition and your assumptions about your organization and the state of it in terms of finances, production capability, marketing strengths etc.
- b. Describe your new product idea and the process by which it was discovered.
- c. Determine how to screen the product for viability.
- d. Develop or describe a prototype, consider packaging, labelling, brand name etc.
- e. Think about costs and profits. How will you develop the pricing strategy and why?
- f. Consider the process of test marketing. How will you promote your product and induce trial?
- g. What are the distribution considerations that you need to mull over.
- e. What thoughts do you have about forecasting sales volumes and projecting operating statements etc?