

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Part A

School of Business

Programme: Operations Management

Option:

**MKGT 1115
Essentials of Marketing**

Hours/Week	3	Total hours:	Term/Level: 2nd Year(4 A-B)
Lecture:	2	Total Weeks: 10	Credits: Operations Mgmt
Lab:	1		

PrerequisitesAcceptance into BCIT School of
Business Diploma Programme**MKGT 1115 is a Prerequisite for:**

none

Instructor: Rich Pender**Course Goals**

An introductory course designed to provide the student with an overview of the marketing concept 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 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 market mix and find out how these variables can be manipulated in order to make the product more appealing to the target market. The student will learn how to segment a marketplace by developing criteria to accomplish this effectively.

All units are designed for three hours, generally consisting of two hours of lectures and one hour of lab work. Lab time is used for exercises, case studies, and videos where appropriate.

Evaluation

Final Examination	35%
Mid-Term	25%
Project/Presentations	20%
2 Quizzes @5% each	10%
Participation/Attendance & Labs	10%*

Course Outcomes & Sub-Outcomes

- 1 Apply the marketing concept and components of the marketing mix in evaluating a marketing plan.
- 2 Recognize the non-controllable elements of the marketing environment and how they impact upon the marketing programme.
- 3 Explain the need for overall strategic business planning.
- 4 Prepare the components of a basic marketing plan.
- 5 Investigate marketing research.
 - ☐ Describe how marketing research information aids in decision making and risk reduction.
 - ☐ Demonstrate a familiarity with secondary resources used in marketing decisions.
- 6 Explain consumer buying processes and the multiple influences on consumer buying behaviour.
- 7 Use a step analysis to identify target markets through market segmentation.
- 8 Explain key product concepts: product differentiation, positioning, branding, and new product development process.
- 9 Investigate various promotional channels: advertising, sales promotion, direct marketing, personal selling, public relations, publicity.
- 10 Explain different pricing methods and factors that can be used to set prices.
- 11 Choose the most effective distribution channel for moving a product to the customer.

* The student must obtain a passing grade (50%) on the final exam in addition to passing the aggregate exam component of the course (midterm(s) and final). A student missing more than 2 labs without a valid excuse will receive a failing grade.

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Part B

School of Business

Programme: Operations Management

Option:

MKGT 1115 **Essentials of Marketing**

Effective Date

January, 1996

Second Year Operations Management Sets
Taught to:

Sets OPMT 4A & 4B

Instructor

Rich Pender

Office No: IBM 314

Phone: 432-8445

Office hours: As posted on door

Text(s) and Equipment

Required:

Marketing - Canadian Edition

Keegan, Moriarty, Duncan, Paliwoda

Publishers: Prentice Hall

Recommended:

1. *Basic Marketing*
7th Canadian Edition
McCarthy, Shapiro, Perreault
Pub: Irwin

3. *Fundamental of Marketing*
Beckman, Kurtz, Boowe
Pub: Holt Reinhart & Wilson

2. *Canadian Marketing in Action*
Keith J. Tuckwell
Pub: Prentice Hall

4. *Marketing*
Kotler, Macdougall & Armstrong
Pub: Prentice Hall

Course Notes (Policies and Procedures)

Plagiarism

the face of clear evidence, both students in question shall receive a grade of zero.

Attendance Requirements

"Attendance requirements will be enforced as per 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 examination.

MARKETING 1115 - SCHEDULE

Unit	Date	Lecture Topic	Lab Activity	Chapters
1/2	Jan 6-10	Introduction to the Marketing Environment and Planning	Exercise & Case Review	1,2,3,4
3	Jan 13-17	Market Research, Consumer and Industrial Buyer Behaviour	Exercise & Case Setup	5,6,7
4	Jan 20-24	Planning, Sementation, Positioning, Brand and Relationship Marketing	Exercise Case 1 Presents	8,9,10
5	Jan 27-31	Introduction to Product Strategies in the Marketing Mix	Exercise Case 2 Presents	11,12,13
6	Feb 3-7	Mid-Term Intro to Distribution	Exercise	14,15
7	Feb 10-14	Price - Introduction and Strategies Focus on Demand Oriented Strategies	Exercise Case 3 Presents	16,17
8	Feb 17-21	Introduction to Promotion, Communication Advertising, PR, and Packaging	Exercise Case 4 Presents	18,19
9	Feb 24-28	Direct Marketing, Personal Selling Planning and Controlling the Marketing Programme, and the Marketing Audit	Exercise Case 5 Presents	20,21,22
10	Mar 3-7	Final Exam	No Labs on last lecture day	