



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline Part A

School of Business

Program: Operations Management

Option:

**MKGT 1115**

**Essentials of Marketing**

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<b>Hours/Week:</b>	3	<b>Total Hours:</b>		<b>Term/Level:</b>	2nd year (22 A-B)
<b>Lecture:</b>	2	<b>Total Weeks:</b>	10	<b>Credits:</b>	Operations Mgmt.
<b>Lab:</b>	1				
<b>Other:</b>					

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### Prerequisites

**MKGT 1115 is a Prerequisite for:**

Acceptance into BCIT School of Business Diploma Program.      None.

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### 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.

Material covered includes the controllable and uncontrollable elements of marketing, strategy planning, market characteristics, marketing research techniques, market segmentation and target market selection.

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### 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 and criteria to use 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.

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### Evaluation

Final Examination	35%	The student must obtain a passing grade (50%) on the final exam in addition to passing the aggregate exam component of the course (mid-term(s) and final). *A student missing more than 2 labs without a valid excuse will receive a failing grade.
Mid-Term	25%	
Projects Presentations	20%	
2 Quizzes @ 5% each	10%	
Participation/Attendance & Labs	* 10%	
<b>TOTAL</b>	<b>100%</b>	

### Course Outcomes and Sub-Outcomes

1. Apply the marketing concept and the 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 program.
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 decision.
6. Explain the consumer buying process and the multiple influences on consumer buying behavior.
7. Use a step by 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 through the distribution system.

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### Course Record

Developed by: \_\_\_\_\_ Date: \_\_\_\_\_  
Instructor Name and Department (signature)

Revised by: \_\_\_\_\_ Date: \_\_\_\_\_  
Instructor Name and Department (signature)

Approved by: \_\_\_\_\_ Start Date: \_\_\_\_\_  
Associate Dean / Program Head (signature)



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Operations Management

Option:

Course Outline **Part B**

**MKGT 1115**

**Essentials of Marketing**

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**Effective Date**

January, 1996

Second Year Operations Management Sets

Taught to:

Sets OPMT 4A & 4B

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**Instructor**

Mike Powley

Office No.: IBM 314

Phone: 432-8845

Office Hrs.: As posted on office door

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**Text(s) and Equipment**

Required:

*Fundamentals of Marketing*

7th Canadian Edition

Sommers, Barnes, Stanton

Publishers: McGraw Hill, Ryerson Ltd.

Recommended:

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| 1. <i>Basic Marketing</i><br>7th Canadian Edition<br>McCarthy, Shapiro, Perreault<br>Publishers: Irwin | 3. <i>Fundamentals of Marketing</i><br>Beckman, Kurtz, Boowe<br>Holt Reinhart & Winston |
| 2. <i>Canadian Marketing in Action</i><br>Keith J. Tuckwell<br>Prentice Hall Publishers                | 4. <i>Marketing</i><br>Kotler, Macdougall & Armstrong<br>Prentice Hall                  |

## Course Notes (Policies and Procedures)

### Plagiarism

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

### Attendance Requirements

"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 examination."

MARKETING 1115 — SCHEDULE — TERM 4-A				
Unit	Date	Lecture Topic	Lab Activity	Chapters
1/2	Jan. 5 to Jan. 12	Introduction to the Marketing Environment and Planning	Exercise and Case Review	1, 2, 3
3	Jan. 15 to Jan. 19	Market Segmentation, Positioning and Forecasting and Buyer Behavior	Exercise and Case Set-up	4, 5, 6
4	Jan. 22 to Jan. 26	Industrial Buyer Behavior, Introduction to Marketing Research	Exercise and Case 1 Presentation	7 & 8
5	Jan. 29 to Feb. 2	Introduction to Product Strategies in the Marketing Mix	Exercise and Case 2 Presentation	9 & 10
6	Feb. 5 to Feb. 9	Product Branding/Packaging, etc., and Service "Product" Mix — <b>Mid-Term</b> (Chapters 1 to 10)	Exercise	11 & 12
7	Feb. 11 to Feb. 16	Price — Introduction and Strategies — focus on demand orientated strategies	Exercise and Case 3 Presentation	13 & 14 Appendix C
8	Feb. 19 to Feb. 23	Place/Distribution — Retail and Wholesale Strategies	Exercise and Case 4 Presentation	15 to 17
9	Feb. 26 to Mar. 1	The Promotion Mix, Personal Selling and Advertising and Managing the Promotional Mix	Exercise and Case 5 Presentation	18 to 20
10	Mar. 4 to Mar. 8	Planning and Controlling the Marketing Program and the Marketing Audit	No Labs <b>Final Exam</b> on last lecture date	23