

JAN 17 1997

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME Essentials of Marketing
COURSE NUMBER 1115 Date January 1995
Prepared by Cindy McPherson Taught to Second Year
School Business School Business
Program Marketing Program Operations Management
Date Prepared December 1994 Option _____
Term 4 Hrs/Wk 3 Credits 3
No. of Weeks 10 Total Hours 30

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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, market research techniques, market segmentation and target market selection.

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EVALUATION

Final examination	<u>35</u>	<u>%</u>
Mid-term	<u>25</u>	<u>%</u>
Laboratory and Participation	<u>10</u>	<u>%</u>
Assignments	<u>30</u>	<u>%</u>
TOTAL	<u>100</u>	<u>%</u>

NOTE: In order to get credit for the project 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.

REQUIRED STUDENT COURSE RESOURCES AND MATERIALS

Fundamentals of Marketing 6th Edition
Sommers, Barnes, Stanton - McGraw Hill Ryerson Ltd.

Optional: Student Study Guide

COURSE 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 decisions.
 6. Explain the consumer buying process and the multiple influences on consumer buying behaviour.
 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. (place)
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PLEASE NOTE:

- A. For late submission of projects, 5% will be deducted per day for each day late.
- B. Up to 10% of the marks will be deducted on the project for spelling and grammatical errors.
- C. Attendance requirements will be enforced as per the BCIT policy on page 10 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.

COURSE OUTLINE
Marketing 115 - January 1995
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Day	1995 Lecture Outline	References
January 4	Introduction	Ch. 1
January 9	The Marketing Environment	Ch. 2
January 12	Strategic Planning	Ch. 3
January 16	Market Segmentation	Ch. 4
January 19	Positioning	Ch. 5
January 23	Consumer Behaviour	Ch. 6
January 26	Market Research	Ch. 7
January 30	Review	
February 2	Midterm	
February 6	Product Planning	Ch. 8
February 9	Product - Mix Strategies	Ch. 9
February 13	Branding and Packaging	Ch. 10
February 16	Services Marketing	Ch. 11
February 20	Price Determination	Ch. 12
February 23	Pricing Strategies	Ch. 13
February 27	Channels of Distribution	Ch. 14
March 2	Promotional Program	Ch. 17,19
March 6	Exam - No labs	