



APR 17 1997

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline Part A

School of Business

Program: Marketing

Option: Small Business & Professional Sales

MKTG 4430

Technical Sales & Marketing

| | | | | | |
|--------------------|---|---------------------|----|--------------------|----|
| Hours/Week: | 3 | Total Hours: | 27 | Term/Level: | 4B |
| Lecture: | | Total Weeks: | 9 | Credits: | 3 |
| Lab: | | | | | |
| Other: | | | | | |

Prerequisites

MKTG 4430 is a Prerequisite for:

| Course No. | Course Name |
|------------|-------------|
|------------|-------------|

| Course No. | Course Name |
|------------|-------------|
|------------|-------------|

Course Goals

Course Description

Retailing and Merchandising systems will be covered to ensure an understanding of the principles of the largest channel structure.

Evaluation

| | |
|-------------------|-------------|
| Final Examination | 50% |
| Quiz | 15% |
| Projects | 25% |
| Cases/Labs | 10% |
| TOTAL | 100% |

Note: Students must receive 50% on the total of the exams in order to receive credit for projects and cases.

Course Outcomes and Sub-Outcomes

Upon successful completion of this course, the student will be able to:

1. Understand the key retailing strategies utilized in today's global retail market place.
 2. Relate to tasks performed to in retail management such as location analysis, store design and merchandise management.
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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

Course Outline Part B

School of Business

Program: Marketing

Option: Small Business & Professional Sales

MKTG 4430

Technical Sales & Marketing

Effective Date

Instructor(s)

G. Urbshadt

Office No.: 324

Phone: 6770

Office Hrs.: Posted on Office Door or by Appointment

Text(s) and Equipment

Numerous texts on retailing will be on reserve in the library.

Recommended:

Course Notes (Policies and Procedures)

Attendance will be monitored as per the BCIT calendar. If a student misses more than 10% of the course (i.e., 1 lab), without a reasonable explanation, they will not be allowed to write the final exam.

Assignment Details



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing

Option: Small Business & Professional Sales

Schedule

MKTG 4430

Technical Sales & Marketing

| Week of/ Number | Outcome/Material Covered | Assignment |
|---------------------------|--|---------------------|
| 1 March 17 March 20 | Introduction Retail Strategies | Project Assignments |
| 2 March 24 March 27 | Retail Strategies (Cont'd.) Location Choice | Case |
| 3 March 31 April 03 | Easter Monday Store Design | Case |
| 4 April 07 April 10 | Field Trip – Food & Hospitality Show Merchandise Management | Field Trip |
| 5 April 14 April 17 | Quiz Visual Merchandising | Exercise |
| 6 April 21 April 24 | Pricing Strategies Retail Promotion | Exercise |
| 7 April 28 May 1 | Guest Speaker Service Retailing | Presentations |
| 8 May 05 May 08 | Legal Aspects Guest Speaker | Presentations |
| 9 May 12 May 15 | Global Retailing Review | Review |