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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 4501

**Strategic Marketing Management
Simulation**

Hours/Week:	3	Total Hours:	36	Term/Level:	200310
Lecture:	3	Total Weeks:	12	Credits:	3

Prerequisites:

MKTG 1102 / Essentials of Marketing, MKTG 2202 / Promotional Marketing

COURSE OBJECTIVES

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

- a) To develop an understanding of and skill in the marketing decision-making process.
 - b) To examine selective techniques which aid in marketing decision-making.
 - c) Provide an opportunity to integrate theoretical concepts with practical marketing problems.
 - d) To provide experience in group decision making dynamics.
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Evaluation

Midterm	20%
Final Exam	20%
Year End Report and Presentation Year 1	10%
Year End Report and Presentation Year 2	15%
Team Standing	15%
Case Study Write-ups [4]	20%

TOTAL	100%
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ATTENDANCE:

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

Course Summary:

The course content is designed to provide the student with a multi-dimensional learning environment. To this end, a program of lectures, readings, discussions, and simulation exercises are prescribed. The role and importance of planning and "information" for marketing decision-making is an underlying precept. Simulations are intended for use in the "application" phase of an education program in that it applies knowledge gained from previous learning and practical experience. This course will demand that the student draw heavily from all other marketing related knowledge gained in previous course.

Course Record

Developed by:	<u>Rick Kroetsch</u>	Date:	<u>January 2002</u>
	Instructor Name and Department (signature)		
Revised by:	<u></u>	Date:	<u></u>
	Instructor Name and Department (signature)		
Approved by:	<u></u>	Start Date:	<u></u>
	Associate Dean (signature)		



**BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY**

Course Outline Part B

Business

Program: PART TIME STUDIES

Option: Marketing Management

MKTG 4501

**Strategic Marketing Management
Simulation**

Effective Date

January 2003

Instructor(s)

Rick Kroetsch

Office No.: SE6 308

Phone: 451-6766

e-mail: rick_kroetsch@bcit.ca

Required Text(s) and Equipment

The Marketing Game! Charlotte H. Mason, William D. Perreault Jr. Third Edition
McGraw-Hill Irwin 2002

Reference Text(s) & Recommended Equipment

COURSE NOTES (Policies and Procedures)

ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

CHEATING, PLAGIARISM AND DISHONESTY: "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

ASSIGNMENTS: Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

CLASS CONDUCT: Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

COURSE OUTLINE CHANGES: The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

Session	Outcome/Material Covered	Reference/Reading
1 Jan 9	Introduction Marketing Game Orientation Marketing Plan Framework	Saturn Case
2 Jan 16	Group Work - set up Company Structure/Objectives - Financial Reporting Systems - Period 0 Decision	Sigma Press Case
3 Jan 23	Marketing Strategies Period 1 Decision	Apple Computer Case [1]
Jan 30	NO CLASS THIS WEEK	
4 Feb 6	Strategic Analysis Financial Analysis Return results - Period #1 Submit Period 2 Decision	New Belgium Brewery Case [2]
5 Feb 13	Pricing Strategies Return Results - Period #2 Submit Period 3 Decision	The Gillette Company Case [3]
6 Feb 20	Mid-Term Exam Return Results - Period 3 Submit Period 4 Decision	
7 Feb 27	Forecasting and Budgeting Return Results - Period 4 - Analysis Year 1 Results Submit Period 5 Decision	Papa John's Pizza Case [4]
8 Mar 6	Promotional Strategies Return Results - Period 5 Submit Period 6 Presentation Year 1 Results	Presentations
9 Mar 13	Group Planning Week – no set class Return Results - Period 6 Decision Electronically Submit Period 7 Decision Electronically	Work on Presentation format for Year 2
10 Mar 20	Distribution Strategies Return Period 7 Results - Analyze Output Submit Period 8 Decision	FedEx Case
11 Mar 27	Marketing Strategy Implementation and Control Return Period 8 Results - Analyze year 2 Presentation Year 2 Results	Presentations
12 Apr 3	Final Exam	