BCIT®

A POLYTECHNIC INSTITUTION

School of Business
Program: Marketing Management
Option: Sets A-C, F-M

MKTG 3409
Applied Marketing Intelligence

Start Date:	January 3, 2007		**End Date:**	March 9, 2007

Total Hours:	30	**Total Weeks:**	10		**Term/Level:**	4A	**Course Credits:**	2.0	
Hours/Week:	3	**Lecture:**	1	**Lab:** 2	**Shop:**		**Seminar:**		**Other:**

Prerequisites		**Course Number is a Prerequisite for:**	
Course No.	**Course Name**	**Course No.**	**Course Name**
MKTG 2309	Marketing Research		

v Course Description (required)

The goal of MKTG 3409 is to equip students with the knowledge and skills they need to make appropriate, timely and well informed strategic business decisions in real company situations using state-of-the-art research tools and techniques. In this course, students will learn more advanced and specialized applied marketing intelligence tools used in strategic marketing decision-making. The course will focus on three main areas - Applied Marketing Research, Customer Intelligence and Competitive Intelligence. Students successfully completing this course will have the knowledge and skills they need to make appropriate, timely and well-informed strategic business decisions in the workplace.

Specific skills and competencies to be developed are covered under "Course Learning Outcomes/Competencies" on the following page.

v Evaluation

Projects	50%	Comments: **Failure to achieve 50% or more on: the combination**
Final Exam	35%	**of the exam, and the individual attendance/participation marks**
Attendance/Participation/Labs	15%	**will result in 0% being assigned for all other group projects,**
TOTAL	100%	**resulting in a failing grade for this course.**

v Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

- Define marketing intelligence and applied research and explain their roles in strategic decision-making.
- Understand and use the appropriate marketing intelligence tools for making decisions related to:
    - Products and services
    - Pricing
    - Distribution
    - Advertising and communications
- Explain the importance of Customer Relationship Management (CRM) and identify tools and techniques used in an effective CRM process.
- Explain the role and components of dashboard-style reporting for executives.
- Understand how marketing intelligence tools can be used to identify sales prospects, customer needs, target markets and segments.
- Explain the concept of key decision maker profiling and its relevance to strategic decision making
- Explain and demonstrate advanced interviewing techniques.
- Identify the benefits of conducting tradeshow intelligence and mystery shopping and the steps involved in each.
- Explain the value of competitor website benchmarking.
- Understand and explain the various stages in the competitive intelligence cycle and the activities required at each stage.
- Weigh the ethical implications related to gathering intelligence.
- Know the steps involved in successfully developing and managing a business intelligence capability in an organization.
- Understand the role that early warning systems and strategic risk analysis play in strategic decision-making.

v Verification

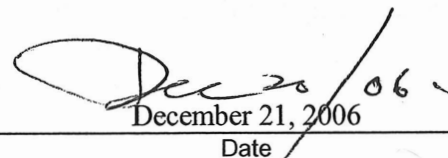I verify that the content of this course outline is current.

Karen Plesner	December 20, 2006
Authoring Instructor	Date

I verify that this course outline has been reviewed.
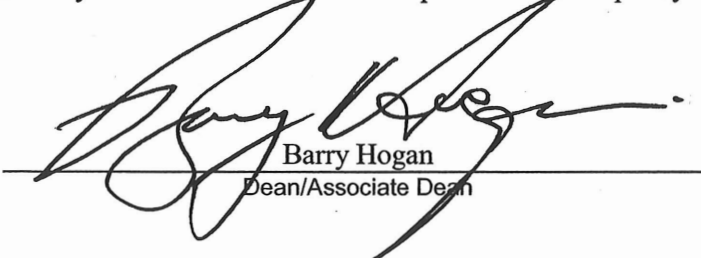
David Chapin or David Tikkanen	December 21, 2006
Program Head	Date
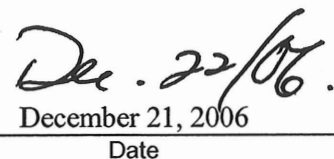
I verify that this course outline complies with BCIT policy.

Barry Hogan	December 21, 2006
Dean/Associate Dean	Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

v Instructor(s)

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v Learning Resources

Required:
> *Marketing Research, 5e*, Burns & Bush, Pearson, 2006 (same as MKTG 2309)
> Handouts (will be given in class)

v Information for Students

Assignments: Late assignments, lab reports or projects will **be subject to a late penalty of 10% per day late**.

Makeup Tests, Exams or Quizzes: There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance in lectures and labs is mandatory. Attendance will be taken at the beginning of each *lecture and lab*. Students not present at that time will be recorded as absent. It is the students' responsibility to sign the attendance sheet. **Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this course.**

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

v Assignment Details

- Assignment #1: Dashboard Project (15%)
- Assignment #2: Competitive Intelligence Project (20%)
- Assignment #3: Applied Research Project (15%)

Details of each project assignment will be given in class.

Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
Week 1 No Lecture	Labs will be running according to regular schedule (i.e. Thursday Jan 4 and Friday Jan 5)	Course Handouts		
Week 2 Lec: 9 Jan	**Introduction to course** - What is Business Intelligence? - Business decision making **Customer Intelligence Tools I** - Customer Segmentation - Customer Relationship Management (CRM) - Dashboards	Course Handouts	Project #1 handed out in labs	
Week 3 Lec: 16 Jan	**Customer Intelligence Tools II** - Research for prospect identification - Customer needs analysis - Focus group - Executive interviewing	Course Handouts		
Week 4 Lec: 23 Jan	**Competitive Intelligence Tools I** - Ethical issues in intelligence gathering - The CI cycle - Gathering CI information - KITTs & KIQs	Course Handouts	Project #2 handed out in labs	Project #1 due in labs
Week 5 Lec: 30 Jan	**Competitive Intelligence Tools II** - Putting a BI/CI reporting system in place - Early warning systems & strategic risk analysis	Course Handouts		
Week 6 Lec: 6 Feb	**Competitive Intelligence Tools III** - Trade show intelligence - Mystery shopping - Competitor website benchmarking - Key decision maker profiling	Course Handouts		
Week 7 Lec: 13 Feb	**Applied Research I** - Product/service decisions - New product research and development - Customer satisfaction measurement	Course Handouts	Project #3 handed out in labs	Project #2 due in labs
Week 8 Lec: 20 Feb	**Applied Research II** - Promotion decisions - Advertising & communications research	Course Handouts		
Week 9 Lec: 27 Feb	**Applied Research III** - Pricing research and decisions - Distribution research and decisions	Course Handouts		Project #3 due in labs
Week 10 5-9 March	**FINAL EXAM** (Date & Time TBA)			