



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Sets A-C, F-M

MKTG 3409**Applied Marketing Intelligence**

Start Date:	January 4, 2006	End Date:	March 10, 2006
Total Hours:	30	Total Weeks:	10
Hours/Week:	3	Lecture:	1
		Lab:	2
		Shop:	
		Seminar:	
		Other:	

Prerequisites

Course No.	Course Name
MKTG 2309	Marketing Research

Course Number is a Prerequisite for:

Course No.	Course Name
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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%
Final Exam	35%
Attendance/Participation	15%
TOTAL	<u>100%</u>

Comments: Failure to achieve 50% or more on: the combination of the exam, and the individual attendance/participation marks will result in 0% being assigned for all other group projects, 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.

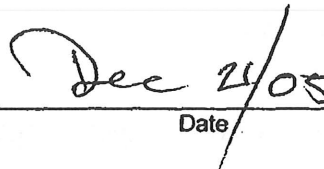


Rob Duncan
Authoring Instructor

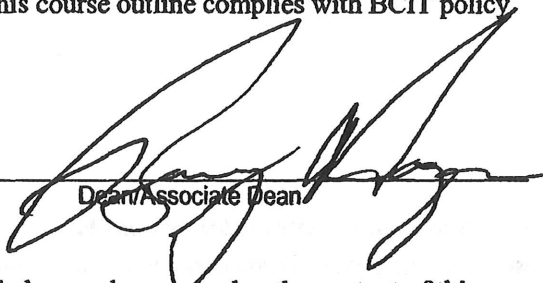
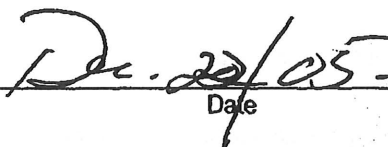
December 18, 2005

Date

I verify that this course outline has been reviewed.


Program Head/Chief Instructor
Date

I verify that this course outline complies with BCIT policy.


Dean/Associate Dean
Date

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

Rob Duncan, BA, MBA, CMC, CMRP

Office: SE6-304 Phone: 604-451-6768
Office Hrs.: On Website E-mail: rduncan@bcit.ca
Website: www.bcit.ca/facultystaff/bios/1071301

Office: SE6-373 Phone: 604-451-6769
Office Hrs.: TBD E-mail:

Required:

Zikmund, William G. (2003). Exploring Marketing Research, 8th ed. Thomson (same as MKTG 2309)

Other Required Reading:

- Handouts (will be given in class)

y 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 will be taken at the beginning of each session. Students not present at that time will be recorded as absent.

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

Details of each project assignment will be given in class.

Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
2 Jan Week 1	Introduction to course - What is Business Intelligence? - Business decision making - Role of applied research	Course Handouts		
9 Jan Week 2	Applied Research I - Product/service decisions: - New product development - Customer satisfaction measurement	Course Handouts	Project #1 handed out in labs	
16 Jan Week 3	Applied Research II - Promotion decisions: - Advertising & communications research	Course Handouts		
23 Jan Week 4	Applied Research III - Distribution & pricing decisions - Competitor analysis	Course Handouts		Project #1 due in labs
30 Jan Week 5	Customer Intelligence Tools I - Customer Segmentation - Customer Relationship Management (CRM) - Executive dashboards	Course Handouts	Project #2 handed out in labs	
6 Feb Week 6	Customer Intelligence Tools II - Prospect identification - Customer needs analysis - Executive interviewing	Course Handouts		
13 Feb Week 7	Competitive Intelligence Tools I - Trade show intelligence & mystery shopping - Competitor Website benchmarking - Ethical issues in intelligence gathering	Course Handouts	Project #3 handed out in labs	Project #2 due in labs
20 Feb Week 8	Competitive Intelligence Tools II - The CI cycle - Putting a BI/CI reporting system in place - Early warning systems & strategic risk analysis	Course Handouts		
27 Feb Week 9	Competitive Intelligence Tools III - Gathering CI information - KITTs & KIQs - Key decision maker profiling	Course Handouts		Project #3 due in labs
6 Mar Week 10	FINAL EXAM (Date & Time TBA)			