



OCT 28 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**Option: **Marketing Management****MKTG 4501****Strategic Marketing Management  
Simulation**

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<b>Hours/Week:</b>	<b>3</b>	<b>Total Hours:</b>	<b>36</b>	<b>Term/Level:</b>	<b>199930</b>
<b>Lecture:</b>	<b>3</b>	<b>Total Weeks:</b>	<b>12</b>	<b>Credits:</b>	<b>3</b>

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**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**

Compete Quiz	5%
Company Objectives	15%
Yr End Reports/Present	35%
Team Standing	25%
Assignments	10%
Personal Evaluations	10%
<b>TOTAL</b>	<b>100%</b>

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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.

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### Course Record

Developed by:	<u>Instructor Name and Department (signature)</u>	Date:	<u></u>
Revised by:	<u>Lloyd Rapchuk Instructor Name and Department (signature)</u>	Date:	<u>January 2000</u>
Approved by:	<u>Associate Dean (signature)</u>	Start Date:	<u></u>



BRITISH COLUMBIA INSTITUTE OF  
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 4501**

**Strategic Marketing Management  
Simulation**

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**Effective Date**

January 2000

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**Instructor(s)**

Lloyd Rapchuk

Office No.: 451-6760

Phone:

Office Hours:

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**Required Text(s) and Equipment**

Compete! A Dynamic Marketing Simulation, by A.J. Faria; R.O. Nulsen; D.S. Rousis  
(w/manual & 3.5 disk), by Faria, 4<sup>th</sup> Edition, Publisher: IRWIN

**Reference Text(s) & Recommended Equipment**

Marketing Management: Strategies and Programs  
McGraw Hill Book Co. (1994) 5<sup>th</sup> Edition

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**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.

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Session	Outcome/Material Covered	Reference/ Reading
1	Orientation and Introduction to Compete	Compete Manual
2	Compete Quiz Group Work - set up Company Structure/Objectives - Financial Reporting Systems - Period 0 Decision	As assigned
3	Discussion Company Objectives/names Period 1 Decision	As assigned
4	Discussions - market Analysis Return results - Period #1 - Analyze Output Submit Period 2 Decision	
5	Discussions - Market Measurement Return Results - Period #2 - Analyze Output Submit Period 3 Decision	As assigned
6	Discussions - Marketing Strategies Return Results - Period 3 - Analyze Output Submit Period 4 Decision	As assigned
7	Discussions MKTG Planning Return Results - Period 4 - Analysis Year 1 Results Submit Period 5 Decision	As assigned
8	Return Results - Period 5 Submit Period 6 Decision Brief Presentation Year 1 Results	As assigned
9	Discussions - Pricing Return Results - Period 6 - Analyze Output Submit Period 7 Decision	As assigned
10	Discussions - Advertising/Promo Return Period 7 Results - Analyze Output Submit Period 8 Decision	As assigned
11	Return Period 8 Results Analyze output for year 2 - Assignment	As assigned
12	Presentation Results year 2 Hand in Case Assignment	As assigned