Course Outline

A POLYTECHNIC INSTITUTION

School of Business
Program: Marketing Management
Option: BMGT

Course Number: MKTG 2334
Course Name: Applied Sales and Marketing

Start Date: September 4, 2007
End Date: December 14, 2007

Total Hours: 45  Total Weeks: 15
Hours/Week: 3 Lecture: 1 Lab: 2

Term/Level: 3 Course Credits: 3
Shop: Seminar: Other:

Prerequisites
Course No. Course Name
MKTG 1102 Essentials of Marketing

Course Description
Focuses on applying the marketing concepts from the introductory marketing course. Marketing strategy will be discussed as an essential requirement for business success. Emphasizes the development of personal selling skills and customer relationships.

Evaluation

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Exam</td>
<td>25%</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>25%</td>
</tr>
<tr>
<td>Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Sales Presentation</td>
<td>20%</td>
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<tr>
<td>Marketing Plan</td>
<td>20%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
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</tbody>
</table>

Failure to achieve 50% or more on the combination of the midterm and final exams will result in a 0% being assigned for all other projects, assignments, and participation/attendance marks, resulting in a failing grade for this course.

Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

· Perform and evaluate sales presentations
· Explain the importance of initiating and maintaining customer relationships
· Identify marketing problems and opportunities
· Explain the importance of marketing in organizations and organizational strategy
· Explain the effects of social, legal, ethical, and technological environments on marketing decision-making.
· Explain, perform and evaluate market forecasting
· Identify and explain the components of a formal marketing plan
· Prepare a formal marketing plan
Verification

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

[Signature]
Geoffrey Bird, Instructor

Date: 8/27/07

I verify that this course outline has been reviewed.

[Signature]
Program Head/Chief Instructor

Date: 30/8/07

I verify that this course outline complies with BCIT policy.

[Signature]
Dean/Associate Dean

Date: 5/10/07

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

Geoffrey Bird
Office Location: SE6 - Room 312
Office Phone: 604-451-6771
E-mail Address: geoffrey_bird@bcit.ca

Learning Resources

Required Textbook:


Recommended:

Selling Today – Manning, Reece, and MacKenzie
Marketing Strategy – Ferrell and Hartline
Raving Fans – Ken Blanchard
Customers for Life – Carl Sewell
Stop, Ask and Listen: Proven Sales Techniques to Turn Browsers into Buyers – Kelley Robertson
Good to Great Companies – Jim Collins
The Art of Civilized Conversation – Margaret Shepherd

Information for Students

Assignments: Late assignments, lab reports or projects will not be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

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. These penalties may also be applied to students who knowingly contribute to the act of dishonesty, cheating and plagiarism.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Students are expected to be in attendance for all scheduled Lecture and Lab time. For this course, excessive absence will consist of missing more than the equivalent of three Lab hours for reasons within the student’s control. 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.

Exam Marks: The student is required to achieve a pass (50%) on the combined marks of the Mid-term Exams and Final Exam in order to receive credit for Assignments and Group Work.
**Writing Skills:** Since a high level of written communication skills is important for success in any career in business, spelling, grammar and sentence construction will be considered in assigning marks. Up to 10% of the marks for an assignment will be deducted for deficiencies in the above.

**Back up Copies:** The student is required to keep a back-up copy of all written submissions, and be prepared to provide the instructor with a second copy of any submissions, upon request.

**Examinable Material:** Case examples, guest speakers, role-play exercises, videos, assignments, demonstrations and discussion may be presented during lectures, which are intended to supplement, not duplicate, course readings. The combination of readings and material covered in Lectures and Labs will assist the student to successfully complete assignments, and shall be eligible material for all exams.

**Participation and Attendance Mark:** The participation grade shall be based upon the degree to which the student:
- Arrives for Lectures and Labs on time,
- Asks questions which are relevant and thoughtful
- Volunteers and contributes valuable ideas during class discussion,
- Contributes to team and group activities,
- Demonstrates professionalism and willingness to participate in role-plays and exercises,
- Demonstrates ability to focus attention on the task at hand during Lectures and Labs, and
- Enhances the learning environment for fellow students.

**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.

**Assignment Details** - To be handed out in lecture and will be available on the website.
## Schedule

<table>
<thead>
<tr>
<th>Week of</th>
<th>Outcome</th>
<th>Course Readings</th>
<th>Assignment Due Dates</th>
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<tbody>
<tr>
<td>September 3</td>
<td>Labour Day/ Registration</td>
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<tr>
<td>September 10</td>
<td>Introduction/Assignments</td>
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<td></td>
<td>Approach</td>
<td></td>
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<td></td>
<td>Needs Analysis</td>
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<tr>
<td>September 17</td>
<td>FABS/Trial Closes</td>
<td>TBA</td>
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<tr>
<td>September 24</td>
<td>Objections</td>
<td>TBA</td>
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<tr>
<td>October 1</td>
<td>Prospecting, Preapproach</td>
<td>TBA</td>
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<td></td>
<td>Customer Service</td>
<td></td>
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<td></td>
<td>Communication Skills</td>
<td></td>
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<tr>
<td>October 8</td>
<td>Thanksgiving</td>
<td>TBA</td>
<td>Written Plan Due to Instructor’s Office for Set A/ Set B due in Lab</td>
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<td></td>
<td><em>No Classes Monday October 8</em></td>
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<tr>
<td>October 15</td>
<td>Midterm</td>
<td>TBA</td>
<td></td>
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<tr>
<td>October 22</td>
<td>Introduction to Marketing Strategy</td>
<td>TBA</td>
<td>Sales Presentations</td>
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<td>Situation Analysis</td>
<td></td>
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<tr>
<td>October 29</td>
<td>Market Driven SWOT</td>
<td>TBA</td>
<td>Sales Presentations</td>
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<tr>
<td>November 5</td>
<td>Segmentation, Forecasting, Marketing Goals</td>
<td>TBA</td>
<td>Marketing Plan Work Plan Due</td>
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<td>November 12</td>
<td>Remembrance Day</td>
<td>TBA</td>
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<td><em>No Classes Monday November 12</em></td>
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<tr>
<td>November 19</td>
<td>Primary &amp; Secondary Target Markets and Marketing Mix; Product, Price, Place &amp; Promotion Strategies</td>
<td>TBA</td>
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<tr>
<td>November 26</td>
<td>Implementation, Evaluation Control, Executive Summary</td>
<td>TBA</td>
<td>Marketing Plan Due Wednesday November 28 – 12:00 Noon</td>
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<td>December 4</td>
<td>Branding Yourself!</td>
<td>TBA</td>
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<td>December 10-14</td>
<td>Final Exam Week</td>
<td>TBA</td>
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