



**A:** Division: **Instruction**

Date: **MAY 1999**

**B:** Department/ **Commerce & Business Admin.**  
Program Area: **Marketing Management**

New Course

Revision

If Revision, Section(s) Revised: **C,F,H,Q**

Date Last Revised: **SEPTEMBER 1995  
(formerly MARK 390)**

**C:** **MARK 440**

**D:** **MARKETING MANAGEMENT**

**E:** **3**

Subject & Course No.	Descriptive Title	Semester Credits						
<p><b>F:</b> Calendar Description: This course is an advanced study of the marketing function. Using analytical techniques, emphasis is placed on analysis and solution of business problems. Special attention is given to planning and positioning strategies.</p>								
<p><b>G:</b> Allocation of Contact Hours to Types of Instruction/Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p><b>Lectures and Seminars</b></p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p><b>Lecture: 2 Hrs.</b> <b>Seminar: 2 Hrs.</b> <b>Total: 4 Hrs.</b></p> <p>Number of Weeks per Semester:</p> <p><b>15 Weeks X 4 Hrs per week = 60 Hrs.</b></p>	<p><b>H:</b> Course Prerequisites:</p> <p><b>MARK 120 and BUSN 330 and CISY 110 and (CMNS 115 or any English UT course)</b></p> <p><b>I:</b> Course Corequisites:</p> <p><b>nil</b></p> <p><b>J:</b> Course for which this Course is a Prerequisite:</p> <p><b>MARK 483</b></p> <p><b>K:</b> Maximum Class Size:</p> <p><b>30</b></p>							
<p><b>L:</b> PLEASE INDICATE:</p> <table border="1"> <tr> <td><input type="checkbox"/></td> <td>Non-Credit</td> </tr> <tr> <td><input checked="" type="checkbox"/></td> <td>College Credit Non-Transfer</td> </tr> <tr> <td><input type="checkbox"/></td> <td>College Credit Transfer:</td> </tr> </table> <p style="text-align: center;">Requested <input type="checkbox"/> Granted <input type="checkbox"/></p>			<input type="checkbox"/>	Non-Credit	<input checked="" type="checkbox"/>	College Credit Non-Transfer	<input type="checkbox"/>	College Credit Transfer:
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<p>SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (<a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a>)</p>								

**M:** Course Objectives/Learning Outcomes

At the end of the course, the successful student should be able to:

1. integrate all phases of marketing into a strategic planning focus;
2. demonstrate a problem-solving approach to marketing problems;
3. apply oral and written skills in case presentations.

**N:** Course Content

1. Gathering market intelligence.
2. Analyzing customers, competition, and channels.
3. Developing positioning strategies.
4. Planning the marketing program.
5. Managing the marketing mix.

**O:** Methods of Instruction

Lectures will be used to introduce specific areas of study and to provide background information. Case studies will constitute the framework and focus of much of the course.

**P:** Textbooks and Materials to be Purchased by Students:

Dickson, Peter. Marketing Management, Latest Ed. Fort Worth, Texas: The Dryden Press.

*This text is also used in MARK 483*

**Q: Means of Assessment**

Quizzes	20%
Midterm Examination	25%
Cases	30%
Final Examination	<u>25%</u>
	<u>100%</u>

**STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.**

**R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR**

No.

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Course Designer(s)

G. Tibbo

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Education Council/Curriculum Committee Representative

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Dean/Director

Jim Sator

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Registrar

Trish Angus