



EFFECTIVE: SEPTEMBER 2004 CURRICULUM GUIDELINES

A. Division: **Instruction** Effective Date: **September 2004**

B. Department / Program Area: **Commerce & Business Admin. Marketing Management** Revision New Course
 If Revision, Section(s) Revised: **C, H, J, P**
 Date of Previous Revision: **2000-09**
 Date of Current Revision: **2004-09**

C: **MARK 4440 (formerly MARK 390)** D: **Marketing Management** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
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F:	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.	
G:	Allocation of Contact Hours to Type of Instruction / Learning Settings Primary Methods of Instructional Delivery and/or Learning Settings: Lectures and Seminars Number of Contact Hours: (per week / semester for each descriptor) Lecture: 2 Hours Seminar: 2 Hours Total: 4 Hours Number of Weeks per Semester: 15 Weeks X 4 Hours per Week = 60 Hours	H: Course Prerequisites: MARK 1120 and BUSN 1330 and CISY 1110 and (CMNS 1115 or any English UT course) I: Course Corequisites: Nil J: Course for which this Course is a Prerequisite MARK 4483 K: Maximum Class Size: 30
L:	PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input checked="" type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer: SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)	

<p>M: Course Objectives / Learning Outcomes</p> <p>At the end of the course, the successful student should be able to:</p> <ol style="list-style-type: none"> 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. 										
<p>N: Course Content:</p> <ol style="list-style-type: none"> 1. Gathering market intelligence. 2. Analyzing customers, competition, and channels. 3. Developing positioning strategies. 4. Planning the marketing program. 5. Managing the marketing mix. 										
<p>O: Methods of Instruction</p> <p>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>										
<p>P: Textbooks and Materials to be Purchased by Students</p> <p>Dickson, Peter. <u>Marketing Management</u>, Latest Ed. Fort Worth, Texas: The Dryden Press. <i>This text is also used in MARK 4483</i></p>										
<p>Q: Means of Assessment</p> <table style="margin-left: 40px;"> <tr> <td>Quizzes</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Midterm Examination</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>Cases</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Final Examination</td> <td style="text-align: right;"><u>25%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table> <p>STUDENTS MUST COMPLETE <u>ALL</u> COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.</p>	Quizzes	20%	Midterm Examination	25%	Cases	30%	Final Examination	<u>25%</u>		<u>100%</u>
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Final Examination	<u>25%</u>									
	<u>100%</u>									
<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No</p>										

Course Designer(s): **Gail Tibbo**

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

Registrar: **Trish Angus**