



EFFECTIVE: SEPTEMBER 2002

CURRICULUM GUIDELINES

A: Division: **Instructional** Date: **November 2001**

B: Department/ **Commerce & Business Admin.** New Course | | Revision | **X**
 Program Area: **Hotel and Restaurant Management**

If Revision, Section(s) Revised: **H**

Date Last Revised: **2001-02: H**
1996-03: new course

C: **HORM 320** **D:** **Marketing Principles** **E:** **3**

Subject & Course No. Descriptive Title Semester Credits

F: Calendar Description:
 This course introduces the student to the major concepts involved in the marketing function. The course addresses the role of marketing in the firm and in the business community, and explores the tools and techniques used in developing a marketing strategy. Particular emphasis is placed on the importance of the elements of the marketing mix -- product, price, place and promotion, current marketing issues and analytical methods.

G: Allocation of Contact Hours to Types of Instruction/Learning Settings

Primary Methods of Instructional Delivery and/or Learning Settings:

Lecture and Case Analysis

Number of Contact Hours: (per week / semester for each descriptor)

Lecture: 3 Hrs.
Case Analysis: 1 Hrs.

Number of Weeks per Semester:

15 Weeks X 4 Hours Per Week = 60 Hours

H: Course Prerequisites:

I. Course Corequisites:

nil

J. Course for which this Course is a Prerequisite:

HORM 410 and HORM 440

K. Maximum Class Size:

35

L: PLEASE INDICATE:

Non-Credit

College Credit Non-Transfer

College Credit Transfer:

Requested

Granted

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)

M: Course Objectives/Learning Outcomes

1. explain the evolving role and function of marketing in our economy and society;
2. describe the role, function and activities of marketing within the framework of the firm;
3. explain the influences affecting consumer behaviour;
4. complete a simple market research study using secondary data, analytical techniques and primary collection methods;
5. prepare a basic market segmentation study;
6. explain the functions of product, price, distribution and promotion and their inter-relationships within a product marketing program;
7. prepare a basic marketing strategy.

N: Course Content**1. The Marketing Process**

- . The meaning and importance of marketing from a historical perspective.
- . Marketing functions and marketing variables in the context of the corporation.

2. The Marketing Environment

- . The environment within which marketing decisions must be made and executed; specifically, attention will be given to the competitive, regulatory, technological, social and economic environments.

3. Marketing Decision-Making

- . The marketing planning process -- attention will be given to information requirements and process for marketing analysis and decision-making.
- . The sequence of steps in making marketing decisions in the firm.

4. Consumer Behaviour

- . An introduction to the factors affecting the purchasing behaviour of consumers, both industrial and residential.
- . Internal and external influences on buyers.

5. Market Segmentation

- . The bases and uses of market segmentation. Emphasis will be placed on geographic, demographic, psychographic and usage rate/benefit bases.

6. Market Research

- . The methods of collecting and analyzing marketing information. Survey research, secondary data sourcing, observation and other techniques will be discussed.

7. Product Strategy

- . Definitions of what constitutes a product, product life cycles, and product classifications.
- . The particular issues related to new product development and marketing.

8. Business Marketing

- . Introduction to the similarities and differences between consumer and business marketing.
- . The marketing of services, non-profit and charitable organizations.

9. Pricing Strategy

- . The concept of price, pricing objectives and methods of price determination.
- . Introduction to break-even analysis as an example of the quantitative techniques used in price setting.

10. Distribution Strategy

- . The options and problems involved in the distribution of goods. Topics will include the role of wholesalers and retailers, and the functions within these types of organizations.
- . Current trends in distribution.

11. Promotion Strategy

- . The importance of the promotional mix.
- . Advertising, sales promotion, publicity and personal selling strategies and tactics.
- . The role of these activities in modern society.

O: Methods of Instruction

Instruction methods used will be lectures, seminar/discussions, and case analyses and discussions supplemented by appropriate videos, guest speakers and classroom activities.

P: Textbooks and Materials to be Purchased by Students

Kotler, P., J. Bowen and J. Makens. Marketing for Hospitality and Tourism, Latest Ed., Upper Saddle River: Prentice-Hall.

Q: Means of Assessment

Term Tests	25%
Final Examination	25%
Cases	20%
Term Project	20%
Class Participation	<u>10%</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.

Course Designer(s): Mark Elliott

Education Council/Curriculum Committee Representative

Dean/Director: Jim Sator

Registrar: T. Angus