

# CURRICULUM GUIDELINES

A: Division: **Instruction** Date: **May 1999**

B: Department/ **Commerce & Business Admin.** New Course  Revision

Program Area: **Marketing Management**

If Revision, Section(s) Revised: **F,G,H,K,M,N,O,P,Q**

Date Last Revised: **September 1983**

C: **MARK 483** D: **Marketing Practicum** E: **3**

Subject & Course No. Descriptive Title Semester Credits

F: Calendar Description: A directed studies program where each student works on a practical marketing project. Students will develop the framework for the assignment, gather the necessary information and data, undertake the necessary marketing analysis, and summarize their findings and recommendations in a final report.

G: Allocation of Contact Hours to Types 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: 1 Hrs.  
Environment: 5 Hr.  
Total: 6 Hrs.**

Number of Weeks per Semester:

**15 Weeks X 6 Hrs per week = 90 Hrs.**

H: Course Prerequisites:

**MARK 340 and MARK 440 and MARK 441**

I. Course Corequisites:

**Nil**

J. Course for which this Course is a Prerequisite:

**Nil**

K. Maximum Class Size:

**16**

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](http://www.bccat.bc.ca))

**M: Course Objectives/Learning Outcomes**

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

1. develop problem analysis skills and ability to translate a marketing challenge into a feasible project;
2. apply marketing concepts and methods learned in previous courses;
3. integrate the knowledge and understanding achieved in formal studies with the realities of practical marketing problems and situations in the marketplace;
4. understand how to work effectively in a project team;
5. develop client interaction and satisfaction skills;

**N: Course Content**

1. Purpose of marketing practicum.
2. Project analysis and planning.
3. Client goals, management and interaction.
4. Information requirements and data gathering plan.
5. Project management and evaluation skills.
6. Group dynamics and interactions.
7. Analysis, recommendations and reporting techniques.
8. Report presentation.

**O: Methods of Instruction**

Focus of this course is a practical project, done in the business community. Class time will be limited, and will focus on project management techniques and student group problem solving. Students will share their experiences, challenges and recommendations with the class. Field work and student-directed learning will constitute the principal activity undertaken throughout the course. Student groups will meet and/or interact regularly with the instructor as required.

**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 440*

Hiebing, R. The Successful Marketing Plan, Latest Ed. NTC Publishing Group.

Zikmund, William G. Exploring Marketing Research, Latest Ed. Fort Worth Texas: The Dryden Press.  
*This text is also used in MARK 441*

**Q: Means of Assessment**

|                                      |            |
|--------------------------------------|------------|
| Group Participation                  | 10%        |
| Project                              | 20%        |
| Project Management                   | 20%        |
| Project Evaluation                   | 20%        |
| Final Report                         | 20%        |
| Client Evaluation of Overall Project | <u>10%</u> |

100%

**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)

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Dean/Director  
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Education Council/Curriculum Committee Representative

Registrar  
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