



UBC Diploma Course in Marketing and Sales Management

2012- 2013

SPONSORED BY



ROLLING REGISTRATION:
APPLY BEFORE AUGUST 15
FOR CURRENT SESSION



Opening Worlds

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Introduction

This course is aimed at tomorrow's leaders in sales management and marketing - men and women who realize today that advanced, professional education is a requirement to meet the challenges and opportunities of tomorrow. Sales management and marketing, more than any other endeavour, are impacted by the growing complexity of the changing business environment. This course is intended for people who aspire to assure themselves and their organizations of future prosperity throughout these changes.

The course is sponsored by Sales and Marketing Executives International (SMEI), Vancouver Chapter, a professional association dedicated to training, education, and excellence. The course is offered by the Sauder School of Business at the University of British Columbia, a Faculty recognized as one of Canada's leading business schools. The course instructors are chosen for their ability to interpret and convey the most important ideas in the field of marketing to practicing managers.

The course is three years in length. Instruction is at the university level. The first year focuses on marketing and customer relationship management. It is both immediately useful on the job and preparatory for future responsibilities. The second year develops new skills. It introduces the tools of market research and applied financial management. The third year broadens perspectives. It is devoted to the development of an integrated framework for strategic marketing. Classes meet on Monday evenings throughout the academic term at UBC's Point Grey campus. In addition, each year includes at least one major workshop.

At a Glance

- Who:** Fast track, proactive sales & marketing professionals and entrepreneurs...
- What:** 3-Year Part-time UBC/SMEI-V Diploma Course, professional contacts/networking/personal growth/lifelong learning.
- When:** Sep - Dec/Jan - Mar, 7pm - 9pm, Mondays and mid-March Workshop.
- Where:** Sauder School of Business, UBC, Point Grey campus, Henry Angus Building, 2053 Main Mall.
- Cost:** \$3,450/year including CSE and CME designations, all course materials, and membership with SMEI Vancouver. The fee excludes HST.
- How:** Apply online at www.smeivancouver.org and go to Diploma Program.

Certificates, Diploma and Professional Designation

Successful candidates are presented with a Certificate of Completion at the end of the first and second years. Graduates are awarded the prestigious UBC Diploma in Marketing and Sales Management, and are accorded the privileges of alumni of the Sauder School of Business.

Further, the widely recognized designations of Certified Sales Executive® (CSE®) and Certified Marketing Executive® (CME®) are obtained, the former at the end of Year 1 and the latter upon graduation. These designations are made available through special arrangement with Sales & Marketing Executives International and require that students successfully complete the course year and pass a short ethics exam in Year 1. For further information about SMEI Vancouver and the CSE and CME designations plus benefits thereof, see www.smeivancouver.org.

The Diploma in Marketing and Sales Management has been granted for 59 years by UBC and nearly 1,850 graduates can proudly display this mark of achievement. The diploma has become accepted as a standard of excellence in its field and it has several times been recognized in international competition.



Syllabus

The Diploma Course in Marketing and Sales Management is an integrated, three-year, university level program of study designed to develop professional sales and marketing managers. Candidates must take all courses, in the prescribed order, to meet the requirements of the program. Individual courses are not available for separate study. Program requirements must be completed within six years.

The program employs lectures, readings, case studies, fieldwork, group discussions, projects, and computer analysis as learning vehicles. Formal examinations monitor progress through each year and determine eligibility for advancement in the course and graduation.

The **first year** of the program concentrates on marketing principles and customer relationship/sales management. The content is designed to be both immediately useful on the job as well as broadening the concepts of management and marketing. Completion of first year prepares candidates for additional management responsibilities as well as for further studies. The CSE designation is awarded upon completion of Year 1.

The **second year** of the program is designed to develop two skills essential to advanced sales management and marketing: market research and financial management. The market research segment of Year 2 addresses the marketing research process, sampling, data collection, and data analysis. The application of this knowledge to the marketing mix is emphasized. The financial management segment deals with an overview of financial statements, the assessment of financial performance, break-even analysis, the concept of leverage, financial planning, sales forecasting, and capital budgeting. Applications in sales and marketing are highlighted.

The **third year** presents the development of an integrated marketing framework and its applications to marketing strategy. The viewpoint taken is that of the marketing manager. Strategic issues related to product policy, pricing, channels of distribution, and communications (including social media) are considered. A marketing simulation is also part of Year 3. The CME designation is awarded upon graduation.

On completion of the program, candidates are equipped with advanced knowledge in sales management, are thoroughly prepared in the analytical skills of marketing and finance, and have an integrated overview of marketing strategy. Graduates are ready to take their places in progressive marketing oriented organizations. In addition, many view the course as a stepping stone to further advanced education.

Topics by Year of Study: An Overview

YEAR 1

Marketing Principles

- Structure of Marketing Management
- Customer Behaviour and Market Segmentation
- Applying the Marketing Mix
- Integrated Marketing Plans
- Assessment of Marketing Effort

Customer Relationship/Sales Management

- Goal Alignment and Coordination Between Sales & Marketing
- Organization of the Selling Effort
- Recruiting, Selecting, and Training the Sales Force
- Motivating, Managing, and Evaluating the Sales Force
- Developing an Integrated Sales Program
- Territory Design and Organization
- Evaluation of Sales Performance

YEAR 2

Market Research

- The Process of Market Research
- Opportunity Formulation
- Sampling
- Questionnaire Design
- Data Sources and Collection
- Data Analyses

Marketing & Sales Analytics

- Financial Statement Analysis
- Evaluating Sales & Marketing Performance
- Break-even and Contribution Analyses
- Sales Forecasting
- Time Value of Money and Net Present Value

YEAR 3

Strategic Issues in Marketing

- Strategic Marketing Framework
- Understanding Marketing Profitability
- Evaluating Market Segments
- Product Portfolio Analysis
- Targeted Marketing Programs
- Competitive Marketing Strategy

Program Schedule 2012-2013

August 15 Online registration closes for the current session. All applications received after this date will be considered for the next academic year. To be considered for admission, a \$500 deposit MUST accompany the application, with the balance of the course fee, paid in full by August 15. See section on Fee information for further details. Applicants will be notified of the admission status within 2 weeks of receipt of their completed application

September 17 Classes commence for all years. Classrooms are located on the UBC Point Grey campus (see online map at www.maps.ubc.ca). All classes meet on Mondays, 7:00 pm to 9:00 pm

Rooms: TBA

December 3 Last class, 2012
January 7 First class, 2013
March 11 Last class, 2013
March 14, 15, 16 Spring Workshop
March 23 Final examinations
April 26 Third year graduation
May 27 Last day for applications to write supplemental examinations
June 3 Supplemental examinations for all years

WORKLOAD

The course is designed with a workload requirement equal to an advanced level university course. Each year of the program contains three major activities: class sessions, projects/assignments, and workshops. While time commitments vary widely with students' backgrounds and time of year, many report that an average of 4 to 5 hours per week of preparation are required for each activity. A significant proportion of the preparation time is conducted in study groups and group membership is required.

Registration Information

Each year, an application to register must be completed online at: www.smeivancouver.org (go to "Diploma Program").

For all years, the course fee for 2012/2013 is \$3,450 including the CSE (end of Year 1) and CME (end of Year 3) designations, amortized over the three years of the program, as well as complimentary membership with SMEI Vancouver. This fee excludes 12% HST of \$414.00. All fees are tax deductible by special arrangements with the Canada Revenue Agency. SMEI issues a T2202A form for showing applicable tuition fees paid that can be submitted to Canada Revenue Agency when filing your income tax forms. These forms are mailed by the 3rd week in February for the tuition and eligible fees paid in the preceding calendar year. **Registration deadline is August 15, for the current session starting in September.**

The course fee must be paid using the **online** payment system located at: www.smeivancouver.org. The entire course fee (\$3864.00) must be paid by August 15. Should your application not be accepted, a full refund will be offered less \$150 to cover upfront administrative fees.

Admission to the course is limited in order to maintain the quality of the educational experience. First year is open to business owners, marketing executives and sales managers. Admission to second and third years is limited to those who have completed first and second years, respectively (see Course Regulations for details). All candidates admitted to the program must have successfully completed high school education or its equivalent. More and more, candidates have degrees or diplomas in non-business disciplines.

LANGUAGE OF INSTRUCTION

English is the language of instruction at the University of British Columbia. The Diploma Course adheres to the standards of English proficiency applied to undergraduate admissions at the University. These standards are specified in the University Calendar. All applicants are required to meet these standards prior to admission to the program. **If an applicant is not proficient in English (written and oral), application should be reconsidered until proficiency is obtained.** For new applicants, an assessment of English proficiency must be included in the letter of support (see Course Regulations).

Fee Information 2012-2013

To be considered for admission all applications **must include a deposit of \$500 with the balance due by August 15.**

Course fees must be paid using the online payment system located at: www.smeivancouver.org.

Registration is limited. Candidates unsuccessful in the application process or who withdraw, in writing, prior to August 15 will receive a full refund less a \$150 administration fee. Written withdrawals after this date, but prior to class commencement will be charged an administrative fee of \$600. No refund of fees is provided to admitted candidates after classes begin.

Course Fees (Per Year) \$3,450.00*

*Excludes HST of \$414.00. All fees are tax deductible by special arrangements with the Canada Revenue Agency. Upon request, SMEI Vancouver issues a letter to this effect and no further forms are needed.

The course fee includes text books, course materials, instructional and workshop resources, membership with SMEI Vancouver, and pro-rated fees for the CSE and CME designations. The fee does **not** include HST, remediation, workshop accommodation, or supplemental examination fees. Receipt for the tuition component of the course fee is issued by SMEI Vancouver.

Candidates requiring remediation and/or supplemental examination (see Course Regulations) pay an additional fee:

Remediation and examination: \$450.00 (excluding HST)

****Supplemental examination: \$250.00 (excluding HST)**

Supplemental privileges may be granted to those students who have an average between 40% and 49% on the exam component of the year and who have satisfactorily completed all other year requirements. The exam component(s) of each year **must be passed in order to progress to the next year or to graduate.

Course Regulations

The Diploma Course is governed by the regulations of UBC and the Sauder School of Business. In order to be considered for admission, to continue as a candidate in good standing, and be eligible for graduation, the following regulations also apply:

1. A complete online application form (see Registration Information) must be submitted **each** year.
2. For **new** applicants, a **letter of support** from a more senior business person verifying **character, potential and English proficiency** must accompany the normal application form. Without it, your application will not be considered.
3. The application must reach SMEI Vancouver by the registration deadline.
4. All applications must be accompanied by full payment of course fees.
5. All applicants must have successfully completed their high school education or its equivalent and be proficient in English. Computer literacy is required.
6. Enrolment is limited and decisions of the Admissions Committee are final. The Committee reserves the right to balance enrolment by industry, organization and/or by position/work experience.
7. **Admission to first year** is restricted to business owners, marketing executives, sales managers, and assistant sales managers, and to such other persons as approved by the Committee.
8. **Admission to second and third years** is limited to candidates who have respectively obtained First and Second Year Certificates and to such others as approved by the Committee.
9. Progression through each year of the program is determined by satisfactory completion of the curriculum of study, examinations, papers, presentations, and workshop projects. Study group membership is required in each year.
10. A mandatory course workshop and workshop project are integral parts of each year. Attendance at the workshop is required.
11. Regular class attendance is expected of all candidates.
12. Eligibility for remediation and supplemental examination is the decision of the instructor in consultation with the Course Director.
13. Eligibility for graduation is subject to the satisfactory completion of all years of the program within six years of commencement.
14. High standards of professional conduct and English proficiency are expected from each candidate throughout the program. Failure to maintain will result in course dismissal.

Diploma, Awards and Alumni Status

Upon the satisfactory completion of the three years of the program, graduates are invited to attend the gala graduation exercises and banquet sponsored by SMEI Vancouver and the Sauder School of Business. Graduates are presented with the prestigious UBC Diploma in Marketing and Sales Management. This Diploma has been granted for 59 years by the University and nearly 1,850 graduates hold this distinguished award. The Diploma has become accepted as a standard of excellence in its field.

Further, graduates may qualify for the widely renowned and international CSE and/or CME designations (see Certificates, Diploma, and Professional Designation).

Top academic students from each year of the program are recognized at graduation. The top first year student is awarded the James B. Warren Trophy. The top second year student is presented with the UBC Trophy. The top graduating student receives the SMEI Vancouver Award for overall outstanding academic accomplishment. In addition, SMEI Vancouver provides additional awards to top academic students.

All graduates are granted alumni status in the Sauder School of Business and as such receive the various communications of the School and enjoy the privileges of membership.

Course Sponsor

The course is sponsored by **SMEI Vancouver**, a chapter of the world's most outstanding marketing and sales management professional association: **Sales and Marketing Executives International**.

The relationship between SMEI Vancouver and the Sauder School of Business at UBC is long and multifaceted. It was in 1950 that the ground work to establish the Diploma Course was begun. The first students were enrolled in 1951. Second year was added in 1952. The first graduating class completed third year in the 1953/1954 academic session. Since that time, SMEI Vancouver has broadened its commitment to the University and on various occasions has contributed to Sauder's capital funding needs, supported the Dean's business research activities through membership in the Affiliates Program, and endorsed two research professorships in marketing. In addition, it has contributed to the David Lam Management Research Library at Sauder.

Course Sponsor (continued)

All SMEI members are permitted access to this library and are encouraged to use its many resources.

SMEI also provides several scholarships to outstanding bachelor's degree candidates in Sauder's Marketing Division. These scholarships include: the James B. Warren Scholarship, in honour of one of the Diploma Course's founding instructors and first course director; and the Frederick H. Siller Scholarship, in honour of over 30 years of service in teaching and administering the program.

In Vancouver, SMEI is a group of Professional businesspeople dedicated to sales and marketing excellence in their organizations. Their sponsorship of educational activities for sales personnel, sales managers, and marketing executives is an ongoing commitment. In addition, several meetings are held throughout the year and high calibre speakers are featured at each meeting. Many Diploma Course graduates depend on these meetings for continuing contact with their fellow students and ongoing stimulation in the fields of sales management and marketing. Complimentary membership with SMEI Vancouver is included for Diploma Course candidates in Years 1 through 3.

The officers and directors of SMEI Vancouver responsible for the Diploma Course include:

Chairman: **Letitia Weatherill, CME, CSE**

Course Director: **Dr. Darren Dahl,**
Sauder School of Business
University of British Columbia

All correspondence concerning the course should be addressed to:
SMEI-Vancouver
P.O. Box 8000 - 191
Abbotsford, B.C. V2S 2M5

Telephone: 604-266-0090
Fax: 800-999-1414
E-mail: vancouver@smel.org
Web: www.smeivancouver.org

The Faculty

Syllabus and instruction for the Diploma Course in Marketing and Sales Management are provided by the Sauder School of Business. Sauder is recognized as one of Canada's leading business schools, and has offered the Diploma Course since the early 1950's. In addition to diploma studies, the School also offers Baccalaureate, Masters and Doctoral degrees in business as well as executive seminars and workshops in all aspects of business.

The instructors in the Diploma Course are leading educators in marketing and sales management. They are chosen for their award-winning ability to interpret and convey the application of the latest management concepts to practicing managers.

In addition to the principal instructors listed below (in alphabetical order), various guest speakers may be called upon to enhance the subject matter in the course.

For detailed information about the principal instructors, please visit sauder.ubc.ca/Faculty/People

Paul Cubbon, B.A., M.B.A.
Instructor, Marketing Division

Darren Dahl, B.Com., Ph.D.
Fred H. Siller Professor in Applied Marketing Research Professor and Chair,
Marketing Division

Tim Silk, B.B.A., Ph.D.
Assistant Professor, Marketing Division

Katherine White, B.A., M.A., Ph.D.
Associate Professor, Marketing Division

Elaine Williamson Sprague, B.A., M.B.A.
Sessional Lecturer, Marketing Division

Recent Participating Organizations

Bell Mobility	Pan Pacific Whistler
Bristol Myers Squibb	Provoke Consulting
Canadian Direct Insurance	Seaspan
Cullen Diesel Power Ltd.	Siemens Canada Limited
DGI Supply, A DoALL Company	Sleep Shop
EA Games	Staples Advantage
Executive Sales Institute	Statistics Canada
Glentel Inc.	Telus
IBM	Think Social Media
Intrawest Club Resort Group	Unisource Canada Inc.
Ledcor	Vancouver 24H
Marketing Consultant	VETTEX International Trade Inc.
Nissan Canada Inc.	Vincor Canada

What Graduates and Employers Say

“The course forced me to stretch my limits, move outside my comfort zone and see a completely different world full of opportunities and people willing to listen to your ideas. There is no course like it in Canada.”
Daive Bonamici, Owner, Sciué Italian Bakery/Caffé, formerly of Torrefazione Italia/Starbucks Coffee

“The program provides our employees with new insights into customer relationships. It creates a better business attitude and a renewed commitment to succeed.”
Allan Cullen, President, Cullen Diesel Power Ltd.

“I strongly recommend this program to any marketing and sales professional wishing to take their career to another level. The program is invaluable.”
Jason Thorne, Vancouver Fraser Port Authority

“I attribute a large part of my success in business to the SME program at UBC.”
Keith Roy, Macdonald Realty

“The course has re-energized my career, given me renewed confidence to do my job more effectively and enhanced my future career opportunities. I draw upon elements of it each day. The course was well worth it and was a turning point in my career.”
Ron Gildenstern, Acklands-Grainger Inc.

“The business and interpersonal or teamwork perspectives I was introduced to played a significant role during my advancement to District Manager (BC and Alberta). I often fall back on the course’s teachings as my guiding light.”
Joe Strigl, Future Shop

“The return on my investment in this program went beyond the traditional corporate sales and marketing environment. Ten years later, 80% is still relevant and continues to contribute to success in my career.”
Anil Singh, Vancouver Police Department, formerly of Telus

“This course has an outstanding curriculum and is of great value. It has had a tangible impact on the operation of my business units.”
Mike Rutigliano, Vice President - Classifieds, Canwest Digital Media