



MARKETING & SALES MANAGEMENT DIPLOMA PROGRAM

2013- 2014

ROLLING REGISTRATION:

APPLY BEFORE AUGUST 31
FOR FALL 2013

APPLY BY MAY 31 FOR \$150
EARLY REGISTRATION DISCOUNT



SAUDER
School of Business

Opening Worlds

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INTRODUCTION

This course is aimed at today'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 from a wide range of industries and backgrounds (e.g., Sales Representative, Account Executive, Sales Manager, Territory Manager, Marketing Manager, Service Coordinator, General Manager, Business Unit Manager, Project Manager, etc.).

What: 3-Year Part-time evening Diploma Program offered by UBC/SMEI-Vancouver. Case-based learning, professional contacts, networking, personal growth, lifelong learning.

When: Classes meet Monday evenings 7pm - 9pm September - December and January - March. Year-end workshop, project presentations and banquet mid-March.

Where: Sauder School of Business, UBC, Point Grey campus, Henry Angus Building, 2053 Main Mall.

Cost: \$3,500/year including CSE and CME designations, all course materials, and membership with SMEI Vancouver. Fee excludes 5% GST.

How: Apply online at www.smeivancouver.org and go to Diploma Program.

COURSE OUTLINE

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

YEAR 1

Marketing Principles

- Market segmentation and target market selection
- Competitive analysis and product positioning
- Buyer Behaviour
- Assessing profitability and setting prices
- Managing channel conflict
- Communication objectives and promotion
- Integrated Marketing Plans

Customer Relationship/Sales Management

- Sales force structure and territory alignment
- Evaluating profitability and sales force performance
- Sales force compensation
- Selling via agents and channel partners
- Recruiting, Selecting, and Training the Sales Force
- Utilizing technology
- Developing an Integrated Sales Program

YEAR 2

Market Research

- The Process of Market Research
- Opportunity Formulation
- Sampling
- Survey Design
- Focus groups
- Data Sources and Collection
- Data Analyses

Financial Management

- Interpreting Financial Statements
- Evaluating Financial Performance Ratios
- Break-even and Contribution Analyses
- Capital Lending Decisions
- Sales Forecasting
- Time Value of Money
- Capital Budgeting

YEAR 3

Strategic Issues in Marketing

- Strategic Marketing Frameworks
- Marketing Strategy Simulation
- Evaluating Market Segments
- Product Portfolio Analysis
- Evaluating alternative marketing strategies
- Implementing Marketing Programs
- Digital/Social Media

PROGRAM SCHEDULE 2013-2014

May 31	Deadline to receive the \$150 early registration discount. All applications received after this date will be subject to the regular course fee of \$3,500 + 5% GST. To be considered for admission, a \$500 deposit MUST accompany the application, with the balance of the course fee paid in full by August 31. Applicants will be notified of admission within 2 weeks of receipt of their completed application.
August 31	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 31. 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 16	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 9	Last class, 2013
January 6	First class, 2014
March 10	Last class, 2014
March 13, 14, 15	Spring Workshop
March 24	Final examinations
April 18	Third year graduation
May 26	Last day for applications to write supplemental examinations
June 2	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.

THE FACULTY

The program is designed and taught by Sauder's marketing faculty; leading educators in marketing and sales management. These are the same instructors that teach in Sauder's MBA and executive programs, having won numerous awards for their teaching and research. They are chosen for their ability to interpret and convey the application of the latest management concepts to practicing managers. Each instructor has extensive industry experience and is passionate about teaching. The learning is hands-on, applied, and industry-relevant.

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.



Darren Dahl, B.Com., Ph.D.

Fred H. Siller Professor in Applied Marketing Research

Darren teaches courses in creativity, entrepreneurship, marketing research and strategic marketing analysis. His research on new product development and consumer behaviour has been presented at conferences internationally, and is published in the leading business journals. He has also consulted widely for organizations such as Procter & Gamble, General Electric, Lululemon Athletica, Xerox, Teekay Shipping and the Life Insurance Corporation of India.



JoAndrea Hoegg, B.A., B.Ed., Ph.D.

Assistant Professor, Marketing Division

Joey teaches courses in consumer behavior and marketing research. Her research interests include how consumers are influenced by product and advertising design considerations and how brands can develop relationships with their customers. Joey's research has been published in the Journal of Consumer Research, the Journal of Marketing Research, and the Journal of Consumer Psychology. Prior to completing her PhD in marketing, Joey worked in marketing research and communications in San Diego, where she consulted for a variety of firms including non-profit organizations and internet start-ups.

THE FACULTY



Tim Silk, B.B.A. Ph.D.

Senior Instructor, Marketing Division

Tim teaches courses in brand management and new product development in Sauder's BCOM, MBA and executive programs. His research on consumer response to price promotions has been published in the premier marketing journals and featured in news media such as CBS News, Fortune, Globe & Mail, and U.S. News & World Report. An award winning teacher, he has taught and consulted for organizations such as Bell Canada, Best Buy, Brand Finance and Visa, and taught executive programs throughout North America, Europe and Asia. Before his teaching career, Tim worked as a territory sales manager and product manager in the beverage industry and as an account manager in the advertising industry.



Kate White, B.A., M.A., Ph.D.

Associate Professor and Chair, Marketing Division

Kate teaches courses in consumer behavior and sustainability marketing at the BCOM, MBA, and Ph.D. levels. Her work has been published in leading marketing journals and has been presented at over fifty national and international conferences. She is the co-author of a textbook on consumer behavior and she has consulted on marketing projects with organizations such as Big Rock Brewery, The City of Calgary, and My Sustainable Canada.



Elaine Williamson Sprague, B.A., M.B.A.

Sessional Lecturer, Marketing Division

Elaine teaches marketing in Sauder's BCOM and executive education programs and has over 20 years of experience as a practitioner of marketing and sales management. She has worked in several different sectors including information technology, financial services, not-for-profit, and sits on several boards. She is also the 2009 recipient of the UBC Killam Teaching Prize.

FEES & REGISTRATION 2013-2014

REGISTRATION DEADLINE & EARLY REGISTRATION DISCOUNT

- Registration deadline is August 31, 2013 for the program starting in September 2013. Applicants to Year 1 of the program are eligible for a \$150 early-registration discount if they register by May 31, 2013.
- Rolling admission is in effect meaning that applicants are evaluated as they apply on a case-by case basis and notified of acceptance within two weeks of their submitted application.
- Admission to the program is capped at 45 students per year in order to maintain the quality of the educational experience. Consequently, prospective applicants are encouraged to apply early.

ADMISSION REQUIREMENTS

- Applicants admitted to the program must have successfully completed high school education or its equivalent. Applicants may have degrees or diplomas in business or non-business disciplines but holding a prior degree or diploma is not a pre-requisite to apply to the program.
- Applicants typically have several years of experience working in either a sales or marketing role, or are business owners/entrepreneurs. Applicants come from a wide range of industries and backgrounds (e.g., Sales Representative, Account Executive, Sales Manager, Territory Manager, Marketing Manager, Service Coordinator, General Manager, Business Unit Manager, Project Manager, etc.).
- The program is classroom-based on the UBC Point Grey Campus and is not a distance program. Consequently, applicants tend to reside in the Vancouver/lower mainland area.
- Progression to second and third year of the program is open to those who have successfully completed the first and second years respectively.

COURSE TUITION FEES

- The annual course fee for 2013/2014 is \$3,500 + 5% GST. Students are required to pay the course fee each year they are enrolled in the program (total of 3 years).
- The course fee covers the cost of tuition as well as all books and materials. The course fee also includes the CSE and CME designations (given to those completing year 1 and year 3 respectively), as well as complimentary membership with SMEI Vancouver.

FEES & REGISTRATION 2013-2014

- The course fee is a tax-deductible tuition expense under Canada Revenue Agency tax rules. SMEI issues a T2202A form showing applicable tuition fees paid that can be submitted to Canada Revenue Agency when filing your income tax.
- The Course fee does not include workshop accommodation, remediation or supplemental examination fees. Candidates requiring remediation and/or supplemental examination 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.

HOW TO APPLY

- To apply for admission, please complete the online application at www.smeivancouver.org (go to "Diploma Program"). All applications must include a deposit of \$500. The balance of the course fee + 5% GST must be paid by August 31. The course fee must be paid using the online payment system.
- Candidates unsuccessful in the application process or who withdraw, in writing, prior to August 31 will receive a full refund less a \$150 administration fee. Written withdrawals after this date, but prior to the start of class will be charged an administrative fee of \$500. No refund of fees is provided to admitted candidates after classes begin.
- Students in each year of the program must complete an on-line registration by August 31st at: www.smeivancouver.org (go to "Diploma Program").

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).

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 60 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.



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 60 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.

Course Director: **Dr. Tim Silk,**
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@smei.org

Web: www.smeivancouver.org

RECENT PARTICIPATING ORGANIZATIONS

Andrew Peller Estates

Bell Mobility

Bristol Myers Squibb

Canadian Direct Insurance

Coast Appliances

Coast Capital Savings

Cullen Diesel Power Ltd.

DGI Supply, A DoALL Company

EA Games

Eisai Limit

Executive Sales Institute

Fortis BC

Glentel Inc.

IBM

Intrawest Club Resort Group

Ledcor

Marketing Consultant

Nissan Canada Inc.

Pan Pacific Whistler

PepsiCo Foods

Provoke Consulting

Seaspan

Siemens Canada Limited

6folds Marketing

Sleep Shop

Staples Advantage

Statistics Canada

Telus

Think Social Media

Unisource Canada Inc.

Vancouver 24H

VETTEX International Trade Inc.

Vincor Canada

WHAT GRADUATES AND EMPLOYERS SAY

"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.

"Learning the proper business foundations of how to analyze customer segments, margins and profitability has had a big impact on how we have structured our sales force. Identifying the structure that is in place and breaking it down to see why it works or not works."

Darren Boyd, General Manager, Cost Appliances

"The program is highly interactive and has provided me with a deeper understanding of business planning, forecasting and our corporate direction, all of which are immediately applicable in my daily work. "

Andrea Leard, Pharmaceutical Sales Specialist-Oncology, Eisai Limited

"The program has given me a better understanding of how the services I provide truly impact my clients' business, and hence the ability to add to value. The instructors have a wealth of experience and knowledge, and they care about our learning."

David Lui, Creative Director, 6folds Marketing Inc.

"The business and interpersonal/teamwork perspectives I was introduced to played a significant role during my advancement to District Manager. I often fall back on the course's teachings as my guiding light."

Joe Strigl, District Manager BC and Alberta, Future Shop

"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, On-Site Services Manager, Acklands-Grainger Inc.

"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."

Davide Bonamici, Owner, Sciué Italian Bakery/Caffé

"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



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