DATE SUBMITTED: 12/07/04
CATALOG NO.: BSAD 205
DATE DICC APPROVED: 12/21/04
DATE LAST REVIEWED: 

COURSE INFORMATION FORM

DISCIPLINE: Business Administration

COURSE TITLE: Marketing

CR.HR: 3  LECT HR: 3  LAB HR: 0  CLIN/INTERN HR: 0  CLOCK HR: 0

CATALOG DESCRIPTION
The Principles of Marketing involves the structure of marketing institutions in a global environment. The course includes analysis of marketing functions, consumer behavior, segmentation, market research, product planning, pricing, promotion, distribution and marketing strategies. Internet and electronic mail activities are integrated to develop competencies in data collection, application and task analysis.

PREREQUISITES
None

EXPECTED STUDENT OUTCOMES IN THE COURSE
Upon completion of this course, the student will be able to:
1. Distinguish between marketing mix elements and environmental factors.
2. Explain the meaning of ethics and social responsibility and how they relate to the individual, organizations, and society.
3. Explain how the marketing mix elements are blended into a cohesive marketing program
4. Describe the strategic marketing process and the key phases: planning, implementation, and control
5. Explain how social forces such as demographics and culture and economic forces such as macroeconomic conditions and consumer income affect marketing.
6. Distinguish among the different concepts of ethics and social responsibility.
7. Describe how secondary and primary data are used in marketing, including the uses of questionnaires, observations, experiments, and panels.
8. Recognize the differences in product life cycles for various products and their implications for marketing decisions.
9. Calculate a break-even point for various combinations of price, fixed cost, and unit variable cost.
10. Distinguish among traditional marketing channels, electronic marketing channels, and different types of vertical marketing systems.
11. Select the promotional approach appropriate to a product's life-cycle stage and characteristics.
12. Recognize the different roles played by transactional websites and promotional websites in multichannel marketing.
CLASS-LEVEL ASSESSMENT MEASURES
Student accomplished of expected student outcomes will be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

Examinations/Quizzes (1-12)
Exercises/Projects (1-4-7-8-10-12)
Written Reports (5-12)

PROGRAM-LEVEL OUTCOMES ADDRESSED

General Education Outcomes
Specify which general education outcomes, if any, are substantially addressed by the course by completing the “Course/Program Assessment Matrix” to show the relationship between course and program outcomes and assessment measures.

Occupational Program Outcomes
Specify which occupational program outcomes, if any, are substantially addressed by the course by completing the “Course/Program Assessment Matrix” to show the relationship between course and program outcomes to assessment measures.
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. Linking Marketing and Corporate Strategies
   A. Strategic marketing process
   B. Marketing mix elements
   C. Environmental factors

II. Marketing Environment
   A. Social responsibility
   B. Ethics
   C. Demographics
   D. Economic forces

III. Consumer Behavior
   A. Consumer decision process
   B. Organizational buying
   C. Product life-cycle

IV. Market Research
   A. Secondary and primary data
   B. Information technology
   C. Marketing research approaches
   D. Cross-tabulation

V. Pricing
   A. Breakeven analysis
   B. Push/pull strategies
   C. Marginal revenue/demand curve
V. Marketing Channels
   A. Vertical marketing systems
   B. Consumer and business channels
   C. Domestic and global channels
   D. Channel conflict and legal restrictions

VI. Promotion/Retailing
   A. Promotional mix
   B. Wheel of retailing
   C. Consumer-oriented and trade-oriented sales promotions