

# COURSE SYLLABUS

<b>Course Title:</b>	Principles of Marketing		<b>Date submitted:</b>	March 2014 (14-52)	
<b>Department:</b>	Business & Technology				
<b>Curriculum:</b>	Business Marketing				
<b>Course Descriptors:</b> Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.	<b>Course Code:</b> (eg. ACC 101)	BMK*201	<b>Prerequisites:</b> C- or better in Integrated Reading and Writing II (ENG*075) OR Introduction to College Reading & Writing (ENG*093) OR Introduction to College English (ENG*096) OR Reading & Writing VI (ESL*162), or placement into Composition (ENG*101) [including embedded ENG*101]		
	<b>Course Type:</b>	L/D			
	A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture N: M: Seminar Internship P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/ Clinical/Lab Z: Combined Lecture/Studio	<b>Elective Type:</b>	G	<b>Corequisites:</b> Composition (ENG*101)	
	E: English FA: Fine Arts HI: History HU: Humanities LA: Liberal Arts FL: Foreign Language M: Math S: Science SS: Social Science G: General	<b>Credit Hours:</b>	3		
	<b>Developmental:</b> (yes/no)	No	<b>Other Requirements:</b> None		
	Lecture:	3			
	Clinical:	0			
	Lab:	0			
	Studio:	0			
	Other:	0			
<b>Contact Hours:</b>	TOTAL:	3			
<b>Class Maximum:</b>	35				
<b>Semesters Offered:</b>	F/Sp/ Su				

<p><b>Catalog Course Description:</b></p>	<p>Introduction to the fundamental concepts of marketing. Examination of effective practices of product development, distribution, price structure, and promotion throughout the marketing process, including research, execution and evaluation.</p>
<p><b>Topical Outline:</b> List course content in outline format.</p>	<ol style="list-style-type: none"> <li>1. Managing Profitable Customer Relations</li> <li>2. Company and Marketing Strategy</li> <li>3. Ethics and Corporate Social Responsibility</li> <li>4. Marketing in the Digital Age</li> <li>5. Marketing Environment/Managing Information</li> <li>6. Managing Information/Review</li> <li>7. Consumer Markets/Consumer Buyer Behavior</li> <li>8. Business Markets/Business Buyer Behavior</li> <li>9. Segmentation, Targeting, Positioning, Branding</li> <li>10. Product Life Cycle/Pricing Introduction</li> <li>11. Pricing Strategies</li> <li>12. Channels and Supply Chain Management</li> <li>13. Retailing and Wholesaling</li> <li>14. IMC Strategy and Advertising, Sales Promotion, Public Relations</li> <li>15. Personal Selling/Direct Marketing</li> </ol>
<p><b>Outcomes:</b> Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.</p>	<p><b>Upon successful completion of this course, the student will be able to do the following:</b></p> <ol style="list-style-type: none"> <li>1. define and apply the components of marketing research, strategy and evaluation throughout the product lifecycle</li> <li>2. explain how the competitive environment, consumerism, and global reach affect the marketing process</li> <li>3. analyze various nonprofit and corporate marketing programs use of branding, corporate social responsibility and integrated marketing communications</li> </ol> <hr/> <p><b>PROGRAM:</b> <i>(Numbering reflects Program Outcomes as they appear in the college catalog)</i></p> <p><b><u>Business Administration Program</u></b></p> <ol style="list-style-type: none"> <li>1. successfully complete the business administration core courses and demonstrate competencies necessary for success in business administration including an understanding of:             <ol style="list-style-type: none"> <li>a) the role of marketing in the business environment and applying core marketing principles to the development of business strategy and decision-making process</li> </ol> </li> <li>2. demonstrate the ability to integrate knowledge and apply learned skills for real-world business decision making</li> <li>3. demonstrate proficiency in the General Education Abilities as they apply to the business professions</li> </ol> <p><b><u>Marketing Management Option</u></b></p> <ol style="list-style-type: none"> <li>1. demonstrate competency in researching, planning, implementing, and evaluating the components of a marketing program</li> </ol> <hr/> <p><b>GENERAL EDUCATION:</b> <i>(Numbering reflects General Education Outcomes as they appear in the college catalog)</i></p> <ol style="list-style-type: none"> <li>5. <b>Information Literacy/Continuing Learning</b> - Students will be able to use traditional and digital technology to access, evaluate, and apply information to the needs or questions confronting them throughout their academic, professional, and personal lives.</li> </ol> <p style="text-align: center;"><b>Demonstrates:</b> Collects and synthesizes relevant and authoritative information resources appropriate to need and audience and utilizes current technologies to solve problems, complete projects, and make informed decisions.</p>

	<p><b>Does Not Demonstrate:</b> Does not collect and synthesize relevant and authoritative information resources appropriate to need and audience nor satisfactorily utilize current technologies to solve problems, complete projects, and make informed decisions.</p>
<p><b>Evaluation:</b> List how the above outcomes will be assessed.</p>	<p><b>Assessment will be based on the following criteria:</b></p> <ol style="list-style-type: none"> <li>1. examinations</li> <li>2. papers</li> <li>3. quizzes</li> <li>4. oral presentations</li> <li>5. group projects</li> </ol>
<p><b>Instructional Resources:</b> List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.</p>	<p><b>Required:</b> None <b>Desired:</b> None</p>
<p><b>Textbook(s)</b></p>	<p>Refer to current academic year printout</p>