

STANDARDIZED COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER: BMK*201

COURSE TITLE: Principles of Marketing

COURSE CATALOG DESCRIPTION: An introductory study of how organizations market their products. The course examines how marketing management within a firm creates and implements a marketing strategy. The students will learn how to identify the target market, build the product, price, promotion, and place strategies that satisfy individual and organizational needs. Formerly listed as MKT 101, not open to students who successfully completed MKT 101.

LECTURE HOURS PER WEEK: 3

CREDIT HOURS: 3

LAB HOURS PER WEEK (if applicable): None

COREQUISITE(S): ENG * 043 (or equivalent)

SECTION II

A. SCOPE: This course presents an innovative framework for understanding and learning about marketing. Today's marketing is all about building profitable consumer relationships. It starts with understanding consumer needs and wants, evaluating which target markets the organization can serve best, and developing a compelling value proposition by which the organization can attract, keep and form targeted consumers. If the organization does these things well, it will reap the rewards in terms of market share, profit, and customer equity. Simply put, marketing is the art and science of creating value **for** customers in order to capture value **from** customers in return. From beginning to end, this course presents and analyzes this customer-relationship/customer-equity framework.

This course fulfills an Embedded Core Competency in the area of Critical Analysis and Logical Thinking (CA).

B. REQUIRED WORK: Students shall complete all assigned readings, projects and other work as determined by the instructor.

C. ATTENDANCE AND PARTICIPATION: Students are expected to attend each class, arrive on time, take exams as scheduled, participate in class activities and display appropriate behavior. (Specific instructor policies are to be included in the course syllabus.)

D. METHODS OF INSTRUCTION: The methods of instruction are determined by each instructor and may include but are not limited to lecture, discussion, in-class activities, small group, collaborative learning, experimental/exploration, student presentations, or use of technologies such as audio-visual materials, computer, language laboratory, library and/ or internet research, guest speakers, and field trips.

E. OBJECTIVES, OUTCOMES, and ASSESSMENT: The following objectives and outcomes represent the department's core requirements for student achievement:

LEARNING OBJECTIVES	LEARNING OUTCOMES	ASSESSMENT METHODS
To demonstrate an understanding of:	Students will:	As measured by:
A. Marketing and target markets.	1. Demonstrate knowledge of the criteria used for assessing the quality and reliability of target markets in order to build profitable customer relationships. (CA 4)	Written in-class quizzes, and examinations; presentations to the class; team research projects; written reports; opinion papers; demonstrations; case studies, role-plays; participation in class discussions/debates; homework assignments.
B. The marketplace and consumer.	1. Know and understand the marketplace and consumers by analyzing the market environment, researching marketing information, draw conclusions regarding consumer and business buyer behavior. (CA 3, 5)	Written in-class quizzes, and examinations; presentations to the class; team research projects; written reports; opinion papers; demonstrations; case studies, role-plays; participation in class discussions/debates; homework assignments.
C. Customer -driven marketing strategy and the marketing mix.	1. Analyze segmentation, targeting and positioning elements in order to build the right relationships with the right customers. (CA 5) 2. Research product, service, and branding strategies, while integrating new product development and product life-cycle strategies. (CA 1, 3) 4. Analyze pricing strategies, marketing channels and supply chain management. (CA 3) 5. Evaluate integrated marketing communications: advertising, sales promotion, public relations, and personal selling. (CA 3, 4)	Written in-class quizzes, and examinations; presentations to the class; team research projects; written reports; opinion papers; demonstrations; case studies, role-plays; participation in class discussions/debates; homework assignments.
D. The latest extensions of marketing.	1. Identify reliable sources of information in order to properly analyze effective marketing strategies in social media internet-based platforms; in the global marketplace; and, as it relates to social responsibility and ethical decision-making. Apply these concepts and conclusions to a team	Cultural team presentation; Written in-class quizzes, and examinations; presentations to the class; team research projects; written reports; opinion papers; demonstrations; case studies, role-plays; participation in class discussions/debates;

	project. (CA 3, 4, 5)	homework assignments.
E. New/improved products: steps involved with a product's development and marketing strategies.	1. Develop a marketing campaign for a new/improved product, integrating the effective use of a credible SWOT (strengths, weaknesses, opportunities, and threats) analysis, the 4 Ps of marketing, marketing segments, ads/commercials, media schedules, and budgets. (CA 3, 4, 5)	Written in-class quizzes, and examinations; presentations to the class; Team research projects; written reports; opinion papers; demonstrations; case studies, role-plays; participation in class discussions/debates; homework assignments.
G. The pros and cons of marketing	1. Identify reliable and quality sources of evidence in order to evaluate situations when marketing is beneficial and when marketing strategies fail. (CA 4)	Written in-class quizzes, and examinations; presentations to the class; Team research projects; written reports; opinion papers; demonstrations; case studies, role-plays; participation in class discussions/debates; homework assignments.
H. Written and oral communication skills	1. Clearly communicate, orally and in writing, opinions, findings and supporting logic to a variety of audiences by participating in group activities. 2. Present an ad campaign as a team to the class. 3. Conduct research, using professional business databases, in order to write a paper which demonstrates knowledge of the effectiveness of the various components of the ad campaign, as well as what was learned during the team process. (CA 3)	Written in-class quizzes, and examinations; presentations to the class; Team research projects; written reports; opinion papers; demonstrations; case studies, role-plays; participation in class discussions/debates; homework assignments.

Core Competency Assessment Artifact(s)

An assignment from this course that addresses all of the competencies noted above may be collected to assess student learning across the school.

F. TEXT(S) AND MATERIALS: College level introductory textbook in the fundamental concepts and principles of marketing, study guides, supplementary reading, and publisher's website.

Recommended: Marketing – Real People, Real Choices. Solomon, M.R., Marshall, & Stuart, E.R, Prentice-Hall.

G. INFORMATION TECHNOLOGY: Conduct research using the Internet, business databases, or use of PowerPoint or as determined by the instructor and described in the course syllabus. Students receive a CD with the textbook and have access to the publisher's online site for additional resources and supplementary materials from the instructor.