

CAPITAL COMMUNITY COLLEGE
PRINCIPLES OF MARKETING
BMK 201

SECTION I

SUBJECT AREA AND COURSE NUMBER: Principles of Marketing, BMK*201

COURSE TITLE: Principles of Marketing, BMK * 201

COURSE CATALOG DESCRIPTION: An introductory study of how organizations market their products and services. 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):

COREQUISITE(S): ENG * 043

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, deciding which target markets the organization can serve best, and developing a compelling value proposition by which the organization can attract, keep and from 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 develops this customer-relationships/customer-equity framework.

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 :	Student will:	As measured by:
A. Definition of marketing and the marketing process.	1. Manage and build profitable customer relationships.	Written in-class quizzes, tests and examinations; presentations to the class; out-of class team projects; written reports; demonstrations; case studies, role-plays; participation in class discussions; homework assignments.
B. The marketplace and consumer.	1. Know and understand the marketplace and consumers by analyzing the market environment, researching marketing information, and understanding consumer and business buyer behavior.	
C. Customer -driven marketing strategy and the marketing mix.	1. Analyze segmentation, targeting and positioning to build the right relationships with the right customers. 2. Research product, service, and branding strategies. 3. Study new product development and product life-cycle strategies. 4. Understand pricing considerations and strategies. 5. Analyze marketing channels and supply chain management. 6. Research retailing and wholesaling. 7. Study integrated marketing communications: advertising, sales promotion, and public relations. 8. Understand personal selling and direct marketing.	
D. the latest extensions of marketing.	1. Analyze marketing in the digital age. 2. Research the global marketplace. 3. Understand social responsibility and ethics.	
E. New/improved products	1. Work on a team and develop a marketing campaign for a new/improved product	
F. Steps involved with a specific product's development and marketing strategies	1. Conduct individual product presentations which will include a history of the company, target market and the 4P's of marketing	
G. The pros and cons of marketing	1. Examine situations when marketing is beneficial and when marketing strategies fail.	
H. Written and oral communication skills	1. Clearly communicate, orally and in writing, opinions, findings and supporting logic to a variety of audiences. 2. Present the team project to the class.	

F. TEXT(S) AND MATERIALS: **MKTG: C. Lamb, J. Hair, Jr., & C.McDaniel. Thomson, South-Western, 2008.**

G. INFORMATION TECHNOLOGY: conduct research using the Internet, Web CT, Vista, 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.

July 2007