

# COURSE SYLLABUS

<b>LAST REVIEW</b>	Spring 2021
<b>COURSE TITLE</b>	Marketing
<b>COURSE NUMBER</b>	BUSN 0113
<b>DIVISION</b>	Math, Science, Business & Technology
<b>DEPARTMENT</b>	Business
<b>CIP CODE</b>	24.0101, 52.0201, 52.0401
<b>CREDIT HOURS</b>	3
<b>CONTACT HOURS/WEEK</b>	Class: 3
<b>PREREQUISITES</b>	None
<b>COURSE PLACEMENT</b>	Students must meet the correct placement measure for this course. Information may be found at: <a href="https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html">https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html</a>

## COURSE DESCRIPTION

This course is designed to introduce students to the fundamentals of contemporary marketing. Students will learn how a marketing manager interacts with diverse areas of business; and they will learn basic marketing principles, including product strategy, promotion, pricing, and distribution, and their interrelationship. The student will view various internet addresses that are included in our text in proximity to relevant text discussions on the World Wide Web.

**Effective Spring 2005, if you are a Business major, you must have a "C" or better in all business courses to meet the requirements of the business degree program.**

## PROGRAM LEARNING OUTCOMES

### AAS Marketing

1. Explain concepts related to the four Ps of marketing (Price, Product, Promotion, and Place) and demonstrate how they contribute to the overall operation of an organization.
2. Analyze, organize, and execute basic business and marketing strategies.
3. Describe how internal and external forces impact the various departments within an organization - to include operations, finance, marketing, production, and human resources.
4. Apply marketing principles to business and marketing issues.
5. Demonstrate proficiency in writing business documents.

## TEXTBOOKS

<http://kckccbookstore.com/>

## **METHODS OF INSTRUCTION**

A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

## **COURSE OUTLINE**

- I. Designing Customer-Oriented Marketing Strategies
  - A. Chapter 1 - Marketing: The Art and Science of Satisfying Customers
  - B. Chapter 2 - Strategic Planning in Contemporary Marketing
  - C. Chapter 3 - The Marketing Environment, Ethics, and Social Responsibility
  - D. Chapter 4 - E-Business: Managing the Customer Experience
- II. Understanding Buyers and Markets
  - A. Chapter 5 - Consumer Behavior
  - B. Chapter 6 - Business-to-Business (B2B) Marketing
  - C. Chapter 7 - Global Marketing
- III. Target Market Selection
  - A. Chapter 8 – Marketing Research and Sales Forecasting
  - B. Chapter 9 - Market Segmentation, Targeting, and Positioning
  - C. Chapter 10 - Relationship Marketing and Customer Relationship Management (CRM)
- IV. Product Decisions
  - A. Chapter 11 - Product and Service Strategies
  - B. Chapter 12 – Developing and Managing Brand and Product Categories
- V. Distribution Decisions
  - A. Chapter 13 - Marketing Channels and Supply Chain Management
  - B. Chapter 14 – Retailers, Wholesalers, and Direct Marketers
- VI. Promotional Decisions
  - A. Chapter 15 - Integrated Marketing Communications
  - B. Chapter 16 - Advertising and Public Relations
  - C. Chapter 17 - Personal Selling and Sales Promotion
- VII. Pricing Decisions
  - A. Chapter 18 – Pricing Concepts
  - B. Chapter 19 - Pricing Strategies

## **COURSE LEARNING OUTCOMES**

Upon successful completion of this course, the student will:

- A. Be able to describe the concept of marketing, the marketing environment, ethics and social responsibility in the marketplace plus the role of e-business and online marketing.

- B. Be able to describe buyer behavior, factors which influence buyer behavior; distinguish business-to-consumer marketing from business-to-business marketing; and discuss global marketing issues.
- C. Be able to describe marketing research, target markets, market segmentation, product positioning in the marketplace, current marketing philosophy, and the importance of relationship marketing.
- D. Be able to describe product decisions; discuss goods and services strategies; explain the development of brands and product categories; and describe the product life cycle.
- E. Be able to describe distribution decisions; define and explain the role of marketing channels and supply chain management; define marketing intermediaries and explain their roles; define and describe direct marketing.
- F. Be able to describe promotional decisions; define integrated marketing communications and explain its importance; describe the role of advertising and public relations; explain the importance of personal selling and sales promotion
- G. Be able to describe pricing decisions; explain how prices are determined for goods and services in the market; describe pricing concepts; describe pricing methods; and describe pricing strategies for domestic, global, and online markets.

### **ASSESSMENT OF COURSE LEARNING OUTCOMES**

Student progress is evaluated through both formative and summative assessment methods. Specific details may be found in the instructor's course information document.

### **COLLEGE POLICIES AND PROCEDURES**

*Student Handbook*

<https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf>

*College Catalog*

<https://www.kckcc.edu/academics/catalog/index.html>

*College Policies and Statements*

<https://www.kckcc.edu/about/policies-statements/index.html>

*Accessibility and Accommodations*

<https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html>