

BUSI-251: MARKETING

Effective Term

Fall 2023

SECTION A - Course Data Elements

CB04 Credit Status

Credit - Degree Applicable

Discipline

Minimum Qualifications	And/Or
Business Education (Master's Degree)	Or
Small Business Development (Entrepreneurship) (Any Degree and Professional Experience)	

Subject Code

BUSI - Business

Course Number

251

Department

Business and Entrepreneurship

Division

Business and Computer Studies

Full Course Title

Marketing

Short Title

Marketing

CB03 TOP Code

0509.00 - *Marketing and Distribution

CB08 Basic Skills Status

NBS - Not Basic Skills

CB09 SAM Code

C - Clearly Occupational

Rationale

Updating the discipline to include small business development/ entrepreneurship.

SECTION B - Course Description

Catalog Course Description

In this course, you will learn the fundamentals of digital marketing to help your business or career. The course is packed full of practical exercises and real-world examples to help you turn knowledge into action.

SECTION C - Conditions on Enrollment

Open Entry/Open Exit

No

Repeatability

Not Repeatable

Grading Options

Letter Grade or Pass/No Pass

Allow Audit

Yes

Requisites**SECTION D - Course Standards****Is this course variable unit?**

No

Units

3.00

Lecture Hours

54.00

Outside of Class Hours

108

Total Contact Hours

54

Total Student Hours

162

Distance Education Approval**Is this course offered through Distance Education?**

Yes

Online Delivery Methods

DE Modalities	Permanent or Emergency Only?
Entirely Online	Permanent
Hybrid	Permanent

SECTION E - Course Content**Student Learning Outcomes**

Upon satisfactory completion of the course, students will be able to:	
1.	Analyze and solve business problems using a variety of methods.
2.	Apply knowledge of management techniques and business theory.

Course Objectives

Upon satisfactory completion of the course, students will be able to:	
1.	Differentiate between micro-marketing and macro-marketing
2.	Understand why marketing is crucial to economic development and our global economy
3.	Distinguish between a marketing strategy, a marketing plan, and a marketing program
4.	Explain how the marketing concept affects strategy planning in a firm or nonprofit organization
5.	Compare generic markets and product markets and how to segment product markets into submarkets
6.	Relate how cultural and social environments are affected by key population and income trends
7.	Screen and evaluate marketing strategy opportunities
8.	Relate how psychological variables and social influences affect an individual's buying behavior
9.	Categorize the different types of buyer-seller relationships and their benefits and limitations
10.	List the basic methods used in organizational buying and understand the problem-solving behaviors of organizational buyers
11.	Distinguish a scientific approach to marketing research from other types
12.	Understand the role of observing, questioning, and using experimental methods in marketing research

13. Compare the key differences between goods and services
14. Appraise how product classes, branding, packaging and warranties affect strategy planning
15. Relate the new-product development process to what "new products" really are
16. Distinguish between direct channel systems and intermediary and indirect systems
17. Understand the physical distribution concept and why it requires coordination of storing, transporting, and related activities
18. Compare and contrast the conventional and nonconventional retailers
19. Understand why retailing and wholesaling have developed in different ways in different countries
20. Analyze the advantages and disadvantages of the promotion methods a marketing manager can use
21. Explain what the sales manager must do—including selecting, training, and organizing salespeople—to carry out the personal selling job
22. Compare and contrast the advantages and limitations of different types of sales promotions
23. Describe the many possible variations of a price structure and relate the value-pricing concept
24. Analyze the advantages and disadvantages of average-cost pricing and how to use break-even analysis
25. Describe how to create a marketing plan and how it relates to the marketing strategy planning process

Course Content

1. Marketing's Role in the Global Economy
2. Marketing's Role within the Firm or Nonprofit Organization
3. Focusing Marketing Strategy with Segmentation and Positioning
4. Evaluating Opportunities in the Changing Marketing Environment
5. Final Consumers and Their Buying Behavior
6. Business and Organizational Customers and Their Buying Behavior
7. Improving Decisions with Marketing Information
8. Elements of Product Planning for Goods and Services
9. Product Management and New-Product Development
10. Place and Development of Channel Systems
11. Distribution, Customer Service and Logistics
12. Retailers, Wholesalers, and Their Strategy Planning
13. Promotion—Introduction to Integrated Marketing Communications
14. Personal Selling
15. Advertising and Sales Promotion
16. Pricing Objectives and Policies
17. Price Setting in the Business World
18. Developing Innovative Marketing Plans: Appraisal and Challenges

Methods of Instruction

Methods of Instruction

Types	Examples of learning activities
Activity	Group Work on Business Plans
Projects	Marketing Plan
Visiting Lecturers	SBDC Visits
Lecture	PowerPoint Presentations, Videos
Discussion	Online Discussions

Online Adaptation

Types	Examples of learning activities
Activity	Create a Marketing Plan
Lecture	Compare generic markets and product markets and how to segment product markets into submarkets
Discussion	Google your favorite local companies. How does their Google listing measure up? Discuss.

Instructor-Initiated Online Contact Types

Announcements/Bulletin Boards
 Chat Rooms
 Discussion Boards
 E-mail Communication

Course design is accessible

Yes

Methods of Evaluation**Methods of Evaluation**

Types	Examples of classroom assessments
Portfolios	Final marketing Plan
Oral Presentations	Group/individual presentations
Projects	Team marketing plan
Class Participation	Case studies
Homework	Online quizzes, review questions, case studies, videos
Exams/Tests	Multiple choice

Assignments**Reading Assignments**

-Reading of chapters, review questions, and case problems.

For example, "Read Discussion Question #4 on page 448 and answer accordingly: "Explain the ways in which companies can set up an online marketing presence?" -Go to at least three Websites for products that you love to buy (e.g., Tom's shoes, Apple's iphone, or Gatorades' G2). Explore the Websites and find the Mission Statements for those three companies. Bring them to class and be prepared to critique whether or not the Mission Statements are well-written or poorly written.

Writing Assignments

-Writing answers questions in case analyses and marketing plan components.

For example, "Read the Pandora case study in your textbook. Answer the following question: 'How does Pandora add value for customers through its distribution functions?'" -Writing answers on midterm and final exam essay questions. For example, "Apply the 4 P's of Marketing (Product, Place, Price, and Promotion) to Zappos.com. In Zappos's Promotional Mix, how does Zappos use Customer Relationship Management (CRM) to keep its customers happy?"

Outside-of-Class Assignments

-Completion of a marketing plan prepared in PowerPoint to address the 4 P's of Marketing (Product, Place, Price, and Promotion) - Completion of a Strengths, Opportunities, Weaknesses, and Threats (SWOT) Analysis. For example, "Read the Virgin Airlines case study handout and conduct a SWOT analysis.

SECTION F - Textbooks and Instructional Materials**Material Type**

Textbook

Author

Gary Armstrong and Philip Kotler

Title

Marketing: An Introduction

Edition/Version

15th edition

Publisher

Prentice-Hall

Year

2022

ISBN #

978-1292433103

Material Type

Textbook

Author

Charles Lamb, Joe F. Hair, Carl McDaniel

Title

MKTG

Edition/Version

13th edition

Publisher

Cengage

Year

2021

ISBN #

978-0357127810

SECTION G - Diversity, Equity and Inclusivity**Course Codes (Admin Only)****CB00 State ID**

CCC000558184

CB10 Cooperative Work Experience Status

N - Is Not Part of a Cooperative Work Experience Education Program

CB11 Course Classification Status

Y - Credit Course

CB13 Special Class Status

N - The Course is Not an Approved Special Class

CB23 Funding Agency Category

Y - Not Applicable (Funding Not Used)

CB24 Program Course Status

Program Applicable

Allow Pass/No Pass

Yes

Only Pass/No Pass

No