Course Syllabus

Department: Business
Date: 2/23/12

I. Course Prefix and Number: BUS 222

Course Name: Marketing
Credit and Contact Hours: 3 credit hours and 3 contact hours

Catalog Description Including Pre- and Co-Requisites:

A comprehensive introduction to procedures and practices involved in marketing, such as: product research; development and packaging; pricing; sales, advertising and sales promotions; distribution and transportation; wholesalers and retailers; marketing research. This is an excellent course for all business related majors as focus is placed upon marketing cooperation with all other business functions and disciplines. No prerequisites.

II. Course Outcomes and Objectives:

Student Learning Outcomes:

Upon completion of this course students will be able to:

- Define marketing and its role in any organization or individual marketing effort
- Demonstrate the ability to comprehend, interpret, analyze and evaluate college level materials.
- Identify and explain the major concepts of marketing
- Apply marketing concepts in both case situations and real-world situations
- Discover the various job opportunities in the area and to examine them in terms of possible career objectives
- Identify economic and other outside environmental factors affect organizations’ ability to compete and customers’ willingness and ability to buy products
- Define a target market and give examples of segmentation
- Describe and recognize the stages of the consumer buying decision process and steps of business marketing
- Describe the basic steps for conducting a marketing research project
- Discuss the concepts of product item, product line, and product mix and understand how they are connected
- Explain the functions of packaging and the benefits of packaging to the marketing strategy
• Describe the role the Internet plays in marketing
• Explain the benefits of branding
• Describe the types of activities of the middleman
• Compare and contrast several physical distribution objectives and how they impact the marketing strategies
• Compare the elements of the promotion mix
• Explain many price strategies
• Give a researched based marketing presentation
• Describe how international business can influence a marketing plan
• Recognize factors that influence ethical or unethical decisions
• Identify ways to improve ethical decisions in marketing
• Recognize the concepts of social responsibility and ethics

**Relationship To Academic Programs and Curriculum:**

This course is required for the AS and AAS Business Administration degrees, along with the AAS in Marketing, Accounting and e-Commerce.

**College Learning Outcomes Addressed by the Course:**

<table>
<thead>
<tr>
<th>writing</th>
<th>X ethics/values</th>
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<tbody>
<tr>
<td>X oral communications</td>
<td>citizenship</td>
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<tr>
<td>X reading</td>
<td>X global concerns</td>
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<tr>
<td>X mathematics</td>
<td>X information resources</td>
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<td>X critical thinking</td>
<td>computer literacy</td>
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**III. Instructional Materials and Methods:**

**Types of Course Materials:**

Textbook and current periodicals.

**Methods of Instruction (e.g. Lecture, Labs, Seminars ...):**

• Assigned text readings
• Written homework assignments
• Group discussions
• Classroom presentations
• Research projects
• Tests and quizzes
IV. Assessment Measures (Summarize how the college and student learning outcomes will be assessed):

Tests and quizzes and assigned textbook readings will assess reading comprehension and knowledge of class content presented.

Oral Presentation and tests/quizzes will assess knowledge of marketing mix, critical thinking, information resources, mathematics, and oral communication.

Group Activities or written homework will assess application of ethics and social responsibility.

A written, oral or team assignment will assess global concerns, critical thinking, information resources, and reading.

V. General Outline of Topics Covered:

- Introduction to marketing
- Outside marketing environment
- Consumer behavior
- Business Buying
- Marketing segmentation/target markets
- Place functions
- Product functions
- Promotion functions