

Course: BUSN 120 Principles of Marketing

Department: Business Administration

Course Description:

This course introduces the role of marketing in the organization. There is major emphasis on the concept of marketing strategy as a comprehensive, integrated plan designed to meet the needs of the consumer and thus facilitate exchange. Presents techniques and practices commonly utilized by marketers in the areas of research, product planning, pricing, distribution, and promotion. Uses a problem-solving approach utilizing the case study method and lecture.

Prerequisites: ENGL092 Preparing for College Reading II, ENGL099 Introductory Writing, and MATH010 Fundamentals of Mathematics; waiver by placement testing results; or departmental approval.

COURSE OUTCOMES	SAMPLE OUTCOMES ACTIVITIES	SAMPLE ASSESSMENT TOOLS
Upon successful completion of this course students should:	To achieve these outcomes students may engage in the following activities:	Student learning may be assessed by:
1. Introduce the student to the role marketing plays in the successful operation of an organization in order to apply marketing management philosophies, which influence an organization's marketing activities. (WC, QL, OC, IL, CCT, IG)	<ul style="list-style-type: none"> • Explore the reasons why studying marketing is important to the individual, society, and businesses. • Identify marketing management philosophies, which include a production orientation, sales orientation, market orientation, and societal marketing orientation. 	<ul style="list-style-type: none"> • Using electronic databases, identify and report successful companies and their marketing management philosophy. • In small groups, research and report career opportunities available in marketing.
2. Stimulate moral development in order to sensitize students to business decision-making in ambiguous ethical situations. (WC, OC, IL, CCT, CE, IG)	<ul style="list-style-type: none"> • Cite current ethical dilemmas in marketing. • Cite marketers' responses to achieve social responsibility. 	<ul style="list-style-type: none"> • Analyze moral dilemmas using cases and current events to apply appropriate theories and identify socially responsible solutions to such dilemmas.
3. Help the student identify marketing opportunities accruing from a global economy and multiculturalism in order to identify specific ways organizations can take advantage of those opportunities. (WC, QL, OC, IL, CCT, GL)	<ul style="list-style-type: none"> • Identify marketing opportunities arising from changing demographics within and outside the United States. • Identify various ways today's businesses can enter the global marketplace and the impact of social, economic, technological, political, and competitive factors impact those decisions. 	<ul style="list-style-type: none"> • Exams and quizzes. • Case analysis to identify problems and viable solutions on internationally marketing for both small and large businesses. • Research a U.S. company and report why and how the company has adapted its products and marketing efforts in a changing global economy.

<p>4. Understand the consumer behavior decision-making process so students can analyze the factors that influence purchase decisions and product use. (WC, QL, OC, IL, CCT, IG)</p>	<ul style="list-style-type: none"> • Explain why marketing managers need to understand consumer behavior. • Analyze the components of the consumer decision-making process. 	<ul style="list-style-type: none"> • Essay questions based on terminology and theories. • Online exercises and mini-cases.
<p>5. Describe the criteria for successful market segmentation in order to assist decision makers more accurately define marketing objectives and better allocate resources. (WC, QL, OC, IL, CCT, GL)</p>	<ul style="list-style-type: none"> • Discuss the criteria for successful market segmentation. • List the steps involved in segmenting markets to identify marketing opportunities. • Identify global marketing segmentation and targeting issues. 	<ul style="list-style-type: none"> • Exams and quizzes. • Using the internet research companies and evaluate their success using market segmentation and report their findings.
<p>6. Define marketing research and the impact of the internet and social media on marketing research in order for students to understand the process and improve their ability to collect information to assist them in making marketing decisions. (WC, QL, OC, IL, CCT)</p>	<ul style="list-style-type: none"> • Describe the steps involved in conducting a marketing research project. • Identify both primary and secondary sources of marketing information. • Identify and evaluate web sites that offer data for marketing researchers. 	<ul style="list-style-type: none"> • Outline and describe the steps involved a company would have to take before introducing a new product that students would have to “create”. • To conduct marketing research at various websites to substantiate a decision to “go or no go” for a new product or product modification. • Oral presentations of information results.
<p>7. Develop a marketing strategy which involves selecting a target market and developing a marketing mix, which includes product development, pricing, promotion, and physical distribution in order for students to make decisions that will produce mutually satisfying exchanges. (WC, QL, OC, IL, CCT, IG)</p>	<ul style="list-style-type: none"> • Describe the characteristics of markets and market segments. • Define product item, product line, and product mix. • Explain the concept of product life cycles. • Identify the elements of the promotion mix. • Describe pricing objectives and strategies. • Identify marketing channels and making channel strategy decisions for both products and services. 	<ul style="list-style-type: none"> • Exams and quizzes on specified concepts. • Projects, online assignments, computer simulations and cases as well as presentation of material completed. • Oral presentation to explain current marketing mix and promotional mix strategies for a well-known consumer product and develop a strategy to reach new target market.
<p>8. Analyze how the Internet and social media affects the traditional marketing mix in order for students to understand and appreciate the role and impact of technology and the Internet on the way in which business is conducted. (WC, QL, OC, IL, CCT, IG)</p>	<ul style="list-style-type: none"> • Describe how the traditional marketing mix has been impacted with the use of the Internet. • Identify the legal and privacy issues and what companies have done to solve these problems. 	<ul style="list-style-type: none"> • Case comparing and contrasting the ways companies have integrated the Internet into their marketing mix. • Analysis, evaluation, and reporting of the effectiveness of company websites in attracting and maintaining new customers.

	<ul style="list-style-type: none"> Name the critical factors marketers face when measuring on-line success. 	
9. Use effective written communication skills and apply these skills to a variety of business-related tasks and settings. (WC, IL, CCT, IG)	<ul style="list-style-type: none"> Read case studies or articles and write responses to question prompts. Write a research report analyzing the marketing strategy of an organization. 	<ul style="list-style-type: none"> Written assignment Written report

This course includes the following core competencies: Written Communication (WC), Quantitative Literacy (QL), Oral Communication (OC), Information Literacy (IL), Critical and Creative Thinking (CCT), Civic Engagement (CE), Integrative Learning (IG), and Global Learning (GL).