

**LAST REVIEW: 2008-2009**

**NEXT REVIEW: 2013-2014**

**STATUS: A**

**COURSE TITLE: Principles of Marketing**

**COMMON COURSE NUMBER: MAR 1011**

**CREDIT HOURS: 3**

**CONTACT HOUR BREAKDOWN**

**CLOCK HOURS: 3**

**Lecture: 3**

**Lab: 0**

**Clinic: 0**

**Other: 0**

**PREREQUISITE(S): None**

**COREQUISITE(S): None**

**PRE/COREQUISITE(S): None**

**COURSE DESCRIPTION:** An introductory course covering the marketing management process. Special topics include the marketing manager's role in a market-directed economy, marketing objectives, strategic planning, and developing marketing mixes for target markets. Material is presented as it relates to the four "p's" of marketing: product, place, promotion and price. As a learning activity, students analyze and prepare case studies of businesses engaged in manufacturing, wholesaling, retailing and services. Students will have the opportunity to participate in Delta Epsilon Chi activities.

General Education Requirements – Associate of Arts Degree (AA), meets Area(s): Area

General Education Requirements – Associate in Science Degree (AS), meets Area(s): Area

General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s): Area

## **UNIT TITLES**

1. The Basic Framework and Concepts of Marketing
2. Understanding Customers
3. Product Planning
4. Distribution Planning
5. Promotion Planning
6. Price Planning
7. Further Perspectives

## **EVALUATION:**

Students may be evaluated using a combination of the following: Quizzes, Exams, Tests, Performance in state, regional, and local competitions, Presentations, Portfolios, Discussions, Class Participation, Attendance, Projects, Co-ops, Internships, Practicums, Externships, and Research Reports.

*\*\*\* Complete the following only if course is seeking general education status \*\*\**

### GENERAL EDUCATION Competencies and Skills \*:

Please highlight in **green** font all Competencies/Skills from the list below that apply to this course. In the box to the right of the Competency/Skill, enter all specific learning outcome numbers (i.e. 1.1, 2.7, 5.12) that apply.

<b>1. Read with critical comprehension</b>	
<b>2. Speak and listen effectively</b>	
<b>3. Write clearly and coherently</b>	
<b>4. Think creatively, logically, critically, and reflectively</b> (analyze, synthesize, apply, and evaluate)	
<b>5. Demonstrate and apply literacy in its various forms:</b> (highlight in <b>green ALL</b> that apply) ( 1. technological, 2. informational, 3. mathematical, 4. scientific, 5. cultural, 6. historical, 7. aesthetic and/or 8. environmental )	
<b>6. Apply problem solving techniques to real-world experiences</b>	
<b>7. Apply methods of scientific inquiry</b>	
<b>8. Demonstrate an understanding of the physical and biological environment and how it is impacted by human beings</b>	
<b>9. Demonstrate an understanding of and appreciation for human diversities and commonalities</b>	
<b>10. Collaborate with others to achieve common goals.</b>	
<b>11. Research, synthesize and produce original work</b>	
<b>12. Practice ethical behavior</b>	
<b>13. Demonstrate self-direction and self motivation</b>	
<b>14. Assume responsibility for and understand the impact of personal behaviors on self and society</b>	
<b>15. Contribute to the welfare of the community</b>	

*\* General Education Competencies and Skills endorsed by '05-'06 General Education Task Force*

**UNITS****Unit 1. The Basic Framework and Concepts of Marketing**General Outcome:

- 1.0 The students shall be able to describe the significance of marketing in society.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 1.1 Describe the development of marketing and its role in society.
- 1.2 Describe the role of marketing within the firm.
- 1.3 Recognize the relationship of basic economic principles and their impact upon marketing decisions.
- 1.4 Describe how marketing opportunities are sought.
- 1.5 Recognize the significance of uncontrollable factors in the business and social environment.
- 1.6 Describe the kinds of information and research needed for marketing decisions.
- 1.7 Describe the concept of Engagement Marketing

**Unit 2. Understanding Customers**General Outcome:

- 2.0 The students shall be able to explain the buying behavior differences among final consumer market segments and the differences between final customers and intermediate customers.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 2.1 Explain how final consumer spending is related to population, income, family life cycle, and other variables.
- 2.2 Explain how the needs and requirements of intermediate customers influence their buying behavior.
- 2.3 List the basic methods used in industrial buying.
- 2.4 Explain the difference between industrial buying versus buying by middlemen and government agencies.
- 2.5 Explain the basic consumer behavior models including: AIDA, Economic Man Model, Stimulus-Response, Diffusion of Innovations, and the consumer buying process models.

### **Unit 3. Product Planning**

General Outcome:

- 3.0 The students shall be able to describe consumer product classifications and how product life cycles affect marketing strategy.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 3.1 Define "product."
- 3.2 Discuss the importance of branding, packaging and warranties.
- 3.3 Identify the differences among consumer and industrial goods classes.
- 3.4 Explain how the goods classes can help a marketing manager plan marketing strategies.
- 3.5 Explain how product life cycles affect strategy planning.

**Unit 4. Distribution Planning**General Outcome:

- 4.0 The students shall be able to describe the complete physical distribution process and differentiate between strategies employed by middlemen.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 4.1 Explain how and why marketing specialists adjust discrepancies of quantity and assortment.
- 4.2 Explain why physical distribution is such an important part of place and marketing.
- 4.3 Describe the different kinds of channel systems.
- 4.4 Discuss why the various kinds of retailers must plan their own marketing strategies.
- 4.5 Discuss scrambled merchandising and the "wheel of retailing."
- 4.6 Describe wholesalers and the functions they provide for others in channel systems.
- 4.7 Determine when and where the various kinds of merchant wholesalers and agent middlemen would be most useful to channel planners.
- 4.8 Explain why wholesalers have lasted over time.
- 4.9 Discuss the basic concepts of Internet Marketing

## **Unit 5. Promotion Planning**

### General Outcome:

- 5.0 The students shall be able to detail the importance of promotion objectives and the promotion mix, including the significance of personal selling and advertising.

### Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 5.1 List the advantages and disadvantages of the promotion methods which a marketing manager can use in strategy planning.
- 5.2 Explain the importance of promotion objectives and how the communication process affects promotion planning.
- 5.3 Describe how promotion blends may have to change along the product adoption curve.
- 5.4 Describe the importance of personal selling and what the salespeople are expected to do.
- 5.5 Explain when and where the three types of sales presentations shall be used.
- 5.6 Discuss what a sales manager must do to carry out the job assigned to personal selling.
- 5.7 Determine when the various kinds of advertising are needed and how to choose the "best" medium.
- 5.8 Discuss how to plan the "best" message, i.e., the copy thrust.
- 5.9 Describe what advertising agencies do and how they are paid.
- 5.10 Discuss legal aspects of advertising.

**Unit 6. Price Planning**General Outcome:

- 6.0 The students shall be able to explain how the marketing manager chooses various pricing policies and discuss how to apply related mathematical concepts.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 6.1 Explain the effect of pricing objectives on pricing.
- 6.2 Discuss the choices the marketing manager must make in:
- 6.2.1 Pricing flexibility
  - 6.2.2 Price level
  - 6.2.3 Pricing over the product life cycle
- 6.3 Describe the legality of price level and price flexibility policies.
- 6.4 List the possible variables of a price structure.
- 6.5 Explain how price markups and inventory turnover impact on marketing price decisions.
- 6.6 List the advantage and disadvantages of average cost pricing.
- 6.7 Determine the most profitable price and quantity.
- 6.8 Discuss how price setters use demand estimates in their pricing strategy.
- 6.9 Discuss how operating ratios can help to evaluate the financial statements of a business.

## **Unit 7. Further Perspectives**

### General Outcome:

- 7.0 The students shall be able to describe the interdependence of the U.S. and international markets on the world economy within the framework of future challenges.

### Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 7.1 Identify the various ways that businesses can get into international marketing.
- 7.2 Define multinational corporations.
- 7.3 Describe the opportunities in international markets.
- 7.4 Detail the market dimensions which may be useful in segmenting international markets.
- 7.5 Describe the relationship between marketing and consumer satisfaction.
- 7.6 Identify the costs and benefits of micro versus macro marketing.
- 7.7 Recognize the marketing challenges of the future.