



BROWARD COLLEGE COURSE OUTLINE

LAST REVIEW: 2008-09

NEXT REVIEW: 2013-14

STATUS: A

COURSE TITLE: Seminar I: Marketing in Perspective

COMMON COURSE NUMBER: MKA 1930

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: This course includes marketing management related activities such as individual projects in promotion and entrepreneurship, marketing research and career planning. The students have the opportunity to develop leadership skills through participation 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. Marketing Research
2. DECA Competitive Events
3. Sales Promotion Project

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.

Common Course Number: MKA 1930

**** 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.

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

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

Common Course Number: MKA 1930

UNITS

Unit 1. Marketing Research

General Outcome:

- 1.0 The students shall be able to demonstrate competence in planning, administering, tabulating, and interpreting a marketing research project consistent with mid-management level competencies.

Specific Measurable Learning Outcomes:

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

- 1.1 Define the basic elements of a marketing research project.
- 1.2 Develop open-end questions.
- 1.3 Develop closed questions.
- 1.4 Differentiate between single and multiple concept questions.
- 1.5 Recognize improperly written questions.
- 1.6 Tabulate survey data for a computer run.
- 1.7 Interpret a research project computer printout.
- 1.8 Summarize computerized data into a meaningful business report.
- 1.9 Discuss the implications of a research report with a business person.

Common Course Number: MKA 1930

Unit 2. DECA Competitive Events

General Outcome:

- 2.0 The students shall be prepared to compete in a Florida DECA marketing competitive event at the manager/owner competency level.

Specific Measurable Learning Outcomes:

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

- 2.1 Enter a competency based DECA marketing event consistent with the students' career goals.
- 2.2 Meet the minimum competency level in that event to advance to the final competition.
- 2.3 Prepare a written DECA competitive event at the manager/owner level.
- 2.4 Participate in DECA activities that develop competencies in the effective domain.

Common Course Number: MKA 1930

Unit 3. Marketing Project

General Outcome:

- 3.0 The students shall be able to develop mid-management level competencies in planning a marketing/sales promotion for a marketing firm.

Specific Measurable Learning Outcomes:

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

- 3.1 Create appropriate marketing objectives for a firm.
- 3.2 Develop appropriate promotional objectives that will help a firm attain its marketing objectives.
- 3.3 Plan a complete promotional program for a firm.
- 3.4 Develop an advertising mix for a promotional plan.
- 3.5 Develop special events appropriate for a promotional plan.
- 3.6 Prepare and evaluate a budget for a promotional plan.
- 3.7 Delineate a list of responsibilities for a firm's personnel during a promotional program.
- 3.8 Evaluate whether a promotional plan was a success or a failure as tested against the promotional objectives .