



BROWARD COLLEGE COURSE OUTLINE

LAST REVIEW: 2008-09

NEXT REVIEW: 2013-14

STATUS: A

COURSE TITLE: Research in Marketing

COMMON COURSE NUMBER: MKA 2931

CREDIT HOURS: 3

CONTACT HOUR BREAKDOWN

CLOCK HOURS: 3

Lecture: 3

Lab: 0

Clinic: 0

Other: 0

PREREQUISITE(S): MKA 1930

COREQUISITE(S): None

PRE/COREQUISITE(S): None

COURSE DESCRIPTION: This course includes marketing management related activities such as individual projects in advertising, promotion, entrepreneurship, marketing research and career planning. Students will expand and enhance the knowledge gained in the prerequisite course Marketing Seminar I. The students have the opportunity to development leadership skills through participation in Delta Epsilon Chi - related 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. Career Exploration or Career Development
2. Marketing Mathematics
3. Civic Consciousness and Continuation of Research

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.

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| 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*

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UNITS

Unit 1. Career Exploration or Career DevelopmentGeneral Outcome:

- 1.0 The students shall be able to develop learning activities that allow them to either make a career selection or develop specific job knowledge and skills related to the field already chosen.

A. Career Exploration Outcome:

The students shall be able to compare and contrast the nature of the various major career areas in marketing and marketing-related field and to determine a career choice based on a logical and thorough analysis of a specific marketing or marketing-related occupation.

Specific Measurable Learning Outcomes:

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

- 1.1 Name the major areas of marketing and describe the major jobs in each area.
- 1.2 Describe the advantages and disadvantages of a particular marketing career.
- 1.3 Identify the major types of employers for a particular career in marketing.
- 1.4 Describe the primary recruitment techniques used by firms when hiring for a particular marketing job.
- 1.5 Describe the types of experience and education in terms of courses, programs of study, and degrees needed to qualify for entry and advancement in a particular marketing career.
- 1.6 Diagram the logical career path of an employee advancing within a particular career by identifying the progression of promotions within an organization from the entry level job to the desired ultimate career position including job titles at each level and a realistic time frame for each career step.

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- 1.7 Explain the future outlook of the particular career chosen in terms of the increases or decreases in the number of jobs available per year, the number of employers, and the level of competition between applicants for available jobs.
- 1.8 Decide whether or not to prepare for entrance into the particular marketing career chosen.

- OR -

B. Career Development Outcome:

The students shall be able to develop the major job competencies needed for entry into the student's chosen marketing or marketing-related field.

Specific Measurable Learning Outcomes:

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

- 1.9 Explain the types of skills and knowledge needed for employment in a particular marketing or marketing-related occupation.
- 1.10 Demonstrate the ability to present him/herself effectively in a simulated job interview.
- 1.11 Prepare an effective resume and complete job application forms in a manner that represents the individual in the best, overall perspective from the employer's viewpoint.
- 1.12 Demonstrate the major occupational competencies identified for the chosen occupation in the areas of communication, human relations, and economics.
- 1.13 Begin work in the appropriate entry level job within the chosen career area on a part-time or full-time basis.

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Unit 2. Marketing Mathematics

General Outcome:

- 2.0 The students shall be able to apply basic mathematical concepts essential in the field of marketing and distribution. Based on individual career objectives, students shall recount specialized mathematical concepts unique to, or particularly important to, employees in that particular career.

Specific Measurable Learning Outcomes:

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

- 2.1 Calculate Gross Profit Margin.
- 2.2 Calculate the Cost of Goods Sold.
- 2.3 Calculate Inventory Turnover in retail dollars, cost, and units (inventory turnover rate, stock turnover rate).
- 2.4 Develop a model stock plan.
- 2.5 Calculate Open-to-Buy (OTB).
- 2.6 Calculate markup percentages and prices (%MUR, %MUC, cost, retail price, amount of markup, etc.).
- 2.7 Calculate Return-on-Investment (ROI), pay back period, risk, and other quantitative techniques applied to alternative courses of action.
- 2.8 Select an alternative course of action based on the calculations of Return-on-Investment (ROI), pay back period, risk or other quantitative analysis technique.

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Unit 3. Civic Consciousness and Continuation of Research

General Outcome:

- 3.0 The students shall be able to participate in group learning activities that involve direct contact with organizations and businesses in the local community. Student activities include a variety of marketing research projects, fund-raising activities, DECA competition and civic service. These activities are designed to develop civic consciousness and social responsibility.

Specific Measurable Learning Outcomes:

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

- 3.1 Devise strategies and techniques for raising funds for non-profit and charitable organizations.
- 3.2 Provide leadership by taking an active role in the planning, organization, director, and control of group marketing research and fund-raising projects.
- 3.3 Work effectively and cooperatively with others in a group setting.
- 3.4 Motivate other group members to participate fully in a planned group activity.
- 3.5 Communicate effectively on a variety of topics with various members of the local community in written and verbal form.
- 3.6 Apply the principles and concepts of marketing research learned in Marketing Seminar I, to new projects.
- 3.7 Delegate and supervise others in the application of marketing research concepts and principles in real projects for various business and charitable organizations.
- 3.8 Hold the job of project director and take full responsibility for the management of others in completing an entire community research or fund-raising project.
- 3.9 Describe professional and personal benefits gained through DECA competition.