

BUS C150: INTRODUCTION TO MARKETING

Item	Value
Top Code	050900 - Marketing and Distribution
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

This course provides a practical introduction to contemporary marketing principles as applied in an increasingly Internet-driven marketplace. Topics include analyzing market characteristics and research, evaluating product and service strategies, devising value-added supply chain distribution approaches, and building strategic marketing plans. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Devise a target market analysis describing the target market for a product, service, or business using geographic, demographic, psychographic, and behavioral segmentation variables.
2. Design an integrated and coordinated marketing mix strategy for a product, service, or business using the commonly used set of tactical marketing tools.
3. Compare and contrast commonly used metrics that marketers may assess when analyzing their firm's digital marketing efforts.

Course Objectives

- 1. Describe marketing, its activities, and the marketing mix.
- 2. Summarize the marketing strategic planning process.
- 3. Explain the demographic, personal, and psychological factors that influence consumer buying behavior.
- 4. Identify the ways in which business-to-business (B2B) markets differ from business-to-consumer (B2C) markets.
- 5. Evaluate the types of segmentation bases necessary for effective target market segmentation.
- 6. Articulate the elements and components of a product or service offering.
- 7. Compare and contrast product/service marketing and distribution channel options including the role of supply chain management.
- 8. Explain pricing strategies and the steps to determine product/service pricing.
- 9. Summarize integrated marketing communications and explain why companies use different promotional strategies to reach different target markets.
- 10. Describe current best practices in social media marketing.
- 11. Relate influencer marketing to other forms of social communities and marketing strategies in the context of customer loyalty and satisfaction.

- 12. Compare and contrast the principal methods marketing researchers use to collect data.

Lecture Content

Defining Marketing Marketing is the art and science of satisfying customers All employees participate in marketing The changing marketing environment, ethics, and social responsibility Strategic Marketing Planning The Value Proposition Components of the strategic planning process Developing organizational objectives and formulating strategies Where strategic planning occurs within firms Strategic portfolio planning approaches Consumer Buying Behavior Factors that influence consumers buying behavior The customers decision-making process Business Buying Behavior The characteristics of business-to-business (B2B) markets Types of B2B buyers Buying Centers Stages in the B2B buying process and B2B buying situations B2B E-Commerce and social media marketing International B2B markets and ethics in B2B markets . Market Segmenting, Targeting, and Positioning Targeted marketing versus mass marketing How markets Are segmented Selecting target markets and target-market strategies Positioning and repositioning offerings Product and Service Offering Decisions What comprises an offering. Types of consumer offerings Types of business-to-business (B2B) offerings Branding, labeling, and packaging Who manages the offering Developing and Managing Offerings The new offering development process Managing products over the course of the product life cycle How Marketing Channels Can Be Used to Create Value for Customers Marketing channels and channel partners Typical marketing channels Functions performed by channel partners Marketing channel strategies Using Supply Chains to Create Value for Customers Sourcing and procurement Demand planning and inventory control Warehousing and transportation Track and trace systems and reverse logistics Gathering and Using Information: Marketing Research and Market Intelligence Marketing information systems and big data Steps in the marketing research process Integrated marketing communications (IMC) The Promotion (Communication) Mix The promotion budget Advertising and direct marketing Public relations, sponsorships, and product placements Sales promotions Digital Marketing Email, marketing and search engine marketing E-Commerce marketing and M-Commerce (Mobile) marketing Social media marketing Measuring the effectiveness of digital marketing Professional Selling Professional salespeople Customer relationships and selling strategies Sales metrics (measures) Ethics in sales and sales management Customer Satisfaction, Loyalty, and Empowerment Customer Communities Loyalty Management Customer Satisfaction Ethics, Laws, and Customer Empowerment Pricing The pricing framework and a firms pricing objectives Factors that affect pricing decisions Pricing strategies The Marketing Plan Marketing planning roles Functions of the marketing plan Forecasting Ongoing marketing planning and evaluation

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)
- Video one-way (ITV, video) (63)

Instructional Techniques

This course may be taught using multiple methods of support including classroom, video, audio, multi-media, and online strategies. Instructors utilize learning strategies, including lectures; cooperative learning groups; written homework assignments; self-paced independent study using textbooks, video lessons, audio segments, computer software,

or online systems; presentations by students to software or online systems; demonstrations or discussions; presentations by students to the instructor or for class presentation; research projects; journals; and various types of assessment by quiz and exam, including open-ended, close-ended, multiple choice, and essay.

Reading Assignments

Students will read assigned textbooks and periodicals and will participate in class discussions.

Writing Assignments

Written research and critical thinking assignments and/or projects in support of the student learning outcomes.

Out-of-class Assignments

Students will be required to do research for short answer exam questions and for written Critical Thinking assignments. Students may give individual or group presentations.

Demonstration of Critical Thinking

May include midterm and final exam short answer questions that evaluate students ability to formulate arguments to plausible scenarios. A written critical thinking analysis related to text material or as workbook supplements for students to demonstrate achievement of the course SLOs.

Required Writing, Problem Solving, Skills Demonstration

One or more written (3-5 page) critical thinking analyses related to text material or as workbook supplements for students to identify a products target market, marketing mix, social media strategy, etc. These projects include primary and secondary research, analysis of research, and summarization of their findings.

Eligible Disciplines

Business: Masters degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelors degree in any of the above AND masters degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelors degree in economics with a business emphasis AND masters degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Masters degree required. Business education: Masters degree in business, business administration, or business education OR bachelors degree in any of the above AND masters degree in vocational education OR the equivalent. Masters degree required. Management: Masters degree in business administration, business management, business education, marketing, public administration, or finance OR bachelors degree in any of the above AND masters degree in economics, accountancy, taxation, or law OR the equivalent. Masters degree required. Marketing: Masters degree in business administration, business management, business education, marketing, advertising, or finance OR bachelors degree in any of the above AND masters degree in economics, accountancy, taxation, or law OR the equivalent. Masters degree required.

Textbooks Resources

1. Required Tanner, J. and Raymond, M.A.. Principles of Marketing, 5.0 ed. Boston, MA: FlatWorld, 2022 2. Required Unnamed (CC BY-NC-SA). Principles of Marketing, ed. Minneapolis, MN: University of Minnesota Libraries Publishing, 2015 Rationale: This is an e-book alternative to the

purchased text which may be considered acceptable by the instructor under exceptional circumstances.

Other Resources

1. Coastline Library 2. Current business magazine and newspaper articles pertaining to business.