

# MKTG A100: INTRODUCTION TO MARKETING

Item	Value
Curriculum Committee Approval Date	09/22/2021
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)
Local General Education (GE)	<ul style="list-style-type: none"> <li>CL Option 1 Self-Development (CE1)</li> </ul>
Associate Arts Local General Education (GE)	<ul style="list-style-type: none"> <li>OC Life Skills - Theory - AA (OE1)</li> </ul>

## Course Description

A survey of the major marketing topics of interest to marketing students and practitioners. Studies include: major institutions involved in the marketing process, major tools used by marketers, and environmental forces affecting the marketing process. Emphasis is placed on effective marketing strategy planning. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Prepare a customer-driven, market targeting strategy for a product, service, or business using geographic, demographic, psychographic and behavioral segmentation variables.
2. Develop an integrated and coordinated marketing mix strategy for a product, service, or business using the set of tactical marketing tools – product, price, place, and promotion.

## Course Objectives

- 1. Define the terms and vocabulary relative to marketing and its functions.
- 2. Explain the functions of marketing and the principles of marketing management.
- 3. Apply the functions of marketing by developing a marketing strategy that includes segmentation a product concept and designing the appropriate marketing mixes.
- 4. Apply the concepts of marketing management and understand how marketers manage demand and build profitable customer relationships.
- 5. Identify the major trends in the firms natural and technological environments.
- 6. Describe the adoption and diffusion process for new product innovation.
- 7. Identify the benefits of online marketing to consumers and marketers and the ways marketers can conduct online marketing.

- 8. Compare the types of online marketing channels and explain the effect of the internet on electronic commerce.

## Lecture Content

THE CONTEMPORARY MARKETING ENVIRONMENT Marketing in Profit and Not-for-Profit Settings Quality and Customer Satisfaction Marketing: Its Environment and Role in Society Global Dimensions of Marketing MARKETING PLANNING AND INFORMATION Marketing Planning and Forecasting—Developing a Marketing Plan Marketing Research and Marketing Information Systems BUYER BEHAVIOR AND MARKET SEGMENTATION Consumer Behavior Business-to-Business Marketing Market Segmentation, Targeting, and Positioning PRODUCT STRATEGY Product Strategy Product Mix Decisions and New Product Planning (EXAMPLE OF EXPANDED OUTLINE) Overview The existing product mix line extension cannibalization The importance of product lines desire to grow optimal use of company resources increasing company importance in the market exploiting the product life cycle New product planning—product development strategies Organizing for new product development new product committees new product departments product managers venture teams The new product development process idea generation screening business analysis development test marketing commercialization Product deletion decisions Product identification brands, brand names, trademarks, and brand equity characteristics of effective brand names protecting trademarks abroad measuring brand loyalty brand extensions and brand licensing family brands and individual brands manufacturers brands and private brands Packaging protection against damage, spoilage, and pilferage assistance in marketing the product cost-effective packaging the metric system labeling Product safety Consumer Product Safety Commission the concept of product liability Marketing of Services DISTRIBUTION STRATEGY Channel Strategy and Wholesaling Retailing Physical Distribution PROMOTIONAL STRATEGY Introduction to Promotion Advertising, Sales Promotion, and Public Relations Personal Selling and Sales Management PRICING STRATEGY Price Determination Managing the Pricing Function CAREERS IN MARKETING

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

## Instructional Techniques

Lecture/discussions; class participation; guest speakers; projects.

## Reading Assignments

Students will spend a minimum of 3 hours per week reading the textbook and/or other reading materials as assigned.

## Writing Assignments

Students will spend a minimum of 2 hours per week writing project papers.

## Out-of-class Assignments

Students will spend a minimum of 3 hours per week completing cumulative assignments as required for the term project.

## **Demonstration of Critical Thinking**

1. Regularly assigned homework 2. Quizzes and exams3. Classroom discussions and participation4. A typed marketing project5. Homework assignments

## **Required Writing, Problem Solving, Skills Demonstration**

Written homework assignments; essay questions; written projects.

## **Textbooks Resources**

1. Required Kerin, Roger. Marketing the Core, ed. . McGraw Hill, 2006  
Rationale: - 2. Required Kotler, Philip . Principles of Marketing, ed.  
Pearson, 2015 3. Required Pride, William and O.C. Ferrell. Marketing, ed.  
Massachusetts: Houghton Mifflin, 2013