

MKTG G100: PRINCIPLES OF MARKETING

| Item | Value |
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| Curriculum Committee Approval Date | 02/07/2023 |
| 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 introduces the major disciplines of marketing. Studies include market research, planning, product development, pricing, promotion, distribution, branding, eCommerce and social media, and customer service. Career options in sales, marketing, and customer service will be explored. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Analyze the target customer and market segments.
3. Define methods used to develop products and services that have marketplace viability.
4. Identify distribution channels necessary for customer transactions.
5. Evaluate various promotional methods to connect with target customer segments.
6. Summarize various pricing techniques used by marketers.

Course Objectives

- 1. Analyze the use of the major forms of promotion: personal selling, publicity, display, sales promotion, advertising, and direct mail.
- 2. Compare pricing strategies of key competitors.
- 3. Summarize brand management including company examples.
- 4. Evaluate methods of Internet and social media marketing.
- 5. Summarize various career options in marketing.
- 6. Summarize the 4 Ps of marketing.
- 7. Practice communication skills used in marketing.
- 8. Develop market messaging to connect with target audiences.

Lecture Content

Customer Focus Market research Target customers Market segmentation
Four Ps of marketing Marketing Mix Global Marketing Domestic
International Cultural context Product Packaging Product development
Services Brand management Portfolio management Distribution (Place)
Objective and policies Retailing Wholesaling Physical distribution
Selection of channel eCommerce strategies Promotion Personal selling

Advertising Publicity Customer relationship Digital marketing and social media Pricing Price determination, objectives, and methods Competitive pricing Break-even pricing Careers in marketing Sales Marketing specialists Product managers Promotion and advertising professionals Customer service Social media marketing (digital marketers)

Method(s) of Instruction

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

Reading Assignments

Textbook reading material Web articles

Writing Assignments

Competitive/Comparison review of key competitors Marketing plan development (capstone project)

Out-of-class Assignments

Competitive pricing analysis Customer research analysis

Demonstration of Critical Thinking

Through examinations and case studies, the student must show the ability to read and comprehend a stated business problem, develop alternative actions, select a reasonable solution and justify that selection.

Required Writing, Problem Solving, Skills Demonstration

Essay examinations and/or case study assignments and written analysis

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. 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 Pride Ferrell. Marketing, ed. Cengage Learning, 2020