

I. CATALOG DESCRIPTION:

- A. Department Information:
Division: Business & Information Technology
Department: Business Administration
Course ID: BUSAD 103
Course Title: Marketing Principles
Units: 3
Lecture: 3 hours
Prerequisite: None
- B. Catalog Description:
Principles and methods of marketing as practiced by all successfully managed business firms. Course is management-oriented, covering demand analysis, forecasting, product development, price determination, distribution channels, material handling, advertising and personal selling.
- Schedule Description:
Marketing concepts with emphasis on marketing strategy. Includes a study of the customer, market institutions and functions.

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: One

III. EXPECTED OUTCOMES FOR STUDENTS:

- Upon successful completion of the course, the student should be able to:
- A. examine and critically evaluate the nature, scope and role of marketing and the marketing concept in the context of modern day businesses;
 - B. compare and contrast the relationship between marketing and the other two operational functions of business: production and finance;
 - C. examine the nature and purpose of marketing research and how to analyze and interpret marketing research data;
 - D. examine consumer and industrial buying behavior;
 - E. compare topics related to marketing mix strategies within the context of controllable and uncontrollable (specifically, legal, competitive, and demographic) environments;
 - F. explore the major growth areas in marketing such as international and services marketing;
 - G. compare ethical issues involved in developing and implementing marketing strategies.

IV. CONTENT:

- A. Introduction to Marketing
 - 1. Understanding the concept of marketing and marketing orientation
 - 2. Societal aspects of marketing
 - 3. Understanding the marketing mix components and their importance in strategy
 - 4. Understanding Marketing Research
- B. Relationship Marketing
 - 1. Expanding upon the customer interface, thus providing customers with added value
 - 2. Marketing as an exchange process
- C. The role of the Marketing Manager:
 - 1. Developing a marketing strategy for the business that consists of identifying target markets
 - 2. Defining target market
- D. The Marketing Environment
 - 1. Examining the environment which begins with an assessment of the changes and trends

- facing a company
 - 2. Appreciating the role of macro-and-micro-marketing in society
- E. Market Segmentation and Consumer Behavior
 - 1. The premise of market segmentation is that a distinct marketing mix is designed for each segment
 - 2. Behavioral dimensions of the consumer market
- F. Business/Industrial Buyer Behavior
 - 1. Characteristics that categorize the business and organizational groups
 - 2. Buying behavior of intermediate customers
- G. Product/Service Strategy
 - 1. The Product Life Cycle(PLC)
 - 2. New Products, Branding and Packaging
 - 3. New Product Development strategy
- H. Pricing Strategy
 - 1. Pricing Fundamentals: Demand and Cost Orientations
 - 2. Quotations of price and marginal analysis
- I. Promotion Strategy
 - 1. Communication and promotion concepts
 - 2. Promotional Mix variables: Advertising, Personal Selling, Publicity and Sales Promotion
- J. Distribution Strategy
 - 1. Selection of Channels (Intensive, Selective & Exclusive).
 - 2. Transportation Networks.
 - 3. Physical Distribution in Strategic Planning.
- K. International/Global Marketing
 - 1. Assessing attractiveness of countries and their target markets as potential markets.
 - 2. Major challenges of international marketing managers.
 - 3. International Strategies.

V. METHODS OF INSTRUCTION:

- A. Lecture
- B. Discussion
- C. Case Analysis
- D. Guest speakers
- E. Audio-Visual

VI. TYPICAL ASSIGNMENTS:

- A. Reading
 - 1. Be prepared to discuss developments in the field by reading articles from the Journal of Marketing and Wall Street Journal. Show application of definitions.
- B. Writing, critical thinking, problem solving, or performance
 - 1. Analyze a marketing problem and offer solution.
- C. Project
 - 1. Research & Present a Case Study
 - 2. S.W.O.T. Analysis/Marketing Plan

Grading will be based upon the completeness of content, accuracy of spelling, grammar, and overall presentation.

VII. EVALUATION:

- A. Methods of Evaluation
 - 1. Examinations and quizzes: Objective and Essay
 - a. Typical examination questions:
 - Identify, analyze and explain the various theories and applications in the pricing strategies.
 - b. Research and present a Marketing Plan/S.W.O.T. Analysis.

2. Class participation
 3. Case analysis: Topic must be relevant to a particular marketing problem (Group & Individual).
- B. Frequency of Evaluation
1. 5 Quizzes
 2. 5 Current Article Reviews
 3. 1 Final Examination – S.W.O.T. Analysis of Case/Product/Company
 4. GROUP Project Presentation

VIII. TYPICAL TEXTS:

Bearden, William O. and Ingram, Thomas N. and LaForge, Raymond W. Marketing - Principles & Perspectives, Columbus, OH: McGraw Hill Irwin, 2003

Armstrong, Gary and Kotler, Philip. Marketing – An Introduction, Upper Saddle River, NJ: Prentice Hall, 2003.

Harper, Boyd and Walker, Orville. Marketing Stratey, Columbus, OH: McGraw Hill Irwin, 2004

Stauble, Vernon. Marketing Strategy & Analysis: A Global Perspective, Fort Worth, TX: Dryden Press/HBJ, 2004.

IX. OTHER SUPPLIES REQUIRED OF STUDENTS: None.