

SYLLABUS

PRINCIPLES OF MARKETING BSAD2520

2009

Nebraska Community College Initiative

Signature: _____

Group Leader, Stacy Strawn, Northeast Community College

Date _____

April 8, 2009

Committee Members:

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NCCA Instructional Officer Chair

Date _____

5/1/09

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1. CATALOG DESCRIPTION

Course Number: BSAD2520

Course Title: Principles of Marketing

Prerequisites: None

Catalog Description: A study of the development of an effective marketing program including consumer behavior, product, pricing, distribution, and promotional strategies.

Credit Hours: 4.5 or 4.0 quarter hours/3.0 semester hours

Contact Hours: 45 hours

Lecture/Classroom45 hours

Laboratory Hours0 hours

Contact Hours/Week: 4.5 hours (quarter)/3.0 hours (semester)

2. COURSE OBJECTIVES AND COMPETENCIES

a. Objectives *Course will:*

- (1) Summarize and illustrate marketing, the marketing concept, and marketing management in its broadest sense
- (2) Examine the general environment in which marketers make decisions, and confirm how that environment affects organizations
- (3) Examine the internal environment in which marketers make decisions, and confirm how that environment affect organizations
- (4) Summarize and investigate methods of information gathering and research techniques
- (5) Identify influences on consumer and organizational buying behavior
- (6) Identify appropriate market segments and positioning strategies
- (7) Analyze the critical need for new product settings
- (8) Summarize and investigate the nature of services and customer-service programs
- (9) Analyze distribution strategies and the importance in an effective marketing plan
- (10) Analyze pricing strategies and tactics
- (11) Summarize the significance of promotion, and identify promotional strategies in communicating with the market segment
- (12) Demonstrate cognitive knowledge and comprehension of the concept and strategies of the marketing mix.

b. Competencies *Students will be able to:*

- (1) Describe terms related to marketing
- (2) Describe the four marketing management philosophies
- (3) Describe the marketing process
- (4) Know the basic components of a marketing plan
- (5) Describe criteria for stating good marketing objectives

- (6) Explain the components of a situation analysis
- (7) Discuss target market strategies
- (8) Describe the elements of the marketing mix
- (9) Discuss the elements and the factors of the general and internal environments
- (10) Discuss global marketing
- (11) Analyze the components of the consumer decision-making process
- (12) Discuss business-to-business marketing
- (13) Describe the types of business goods and services
- (14) Describe the characteristics of markets and market segments
- (15) Define marketing research, and explain its importance to marketing decision making
- (16) Describe the concept of competitive advantage and the types of competitive advantage
- (17) Classify consumer products
- (18) Describe marketing uses of branding
- (19) Explain the importance of developing new products, and describe categories of new products
- (20) Discuss the differences between services and goods
- (21) Describe nonprofit organization marketing
- (22) Define the types of channel intermediaries, and describe their functions and activities
- (23) Explain the dimensions by which retailers can be classified
- (24) Describe the elements of the promotional mix
- (25) List and explain a variety of pricing objectives
- (26) Describe the changing demographics of the Internet population
- (27) Describe the elements of the promotional mix
- (28) Explain the concept of positioning and identify positioning strategies

3. **INSTRUCTIONAL MATERIALS (These are suggested texts; the instructor or institution can select the text that will work best to meet the course objectives.)**

- a. Lamb, Charles W., Carl McDaniel, and Joseph F. Hair. *Marketing*, Eighth Edition. Cincinnati, Ohio: South-Western Publishing/Cengage Learning, 2008. ISBN 978-0-324-58651-0
- b. Boone, Louis E., and David L. Kurtz. *Contemporary Marketing*, 12th Edition. Fort Worth, Texas: South-Western Publishing, 2006. ISBN 0-324-31713-1
- c. Colomon, Michael, Marshall, Greg, and Stuart, Elnora. *Marketing, Real People, Real Choice*, 6th Edition. Upper Saddle River, New Jersey: Pearson Prentice Hall, 2009. ISBN 0-13-605421-8
- d. Lamb, Charles W., Carl McDaniel, and Joseph F. Hair. *MKTG*, Third Edition. Cincinnati, Ohio: South-Western Publishing/Cengage Learning, 2009. ISBN 978-1-4390-4053-9 .

4. **COURSE CONTENT/UNITS OF INSTRUCTION**
 - a. Marketing and Its Environment
 - b. Buyer Behavior and the Target Market
 - c. Product Decision
 - d. Distribution Strategy
 - e. Promotion Decisions
 - f. Pricing Strategy
 - g. Implementation and Electronic Marketing

5. **SPECIFIC COURSE REQUIREMENTS** (*can vary per instructor*)
 - a. **Course Prerequisite:** none
 - b. **Other Requirements:** This will be determined by the instructor and college.

6. **SUGGESTED METHODS OF PRESENTATION/INSTRUCTION** (*can vary per instructor*)
 - a. Explanation and/or lecture
 - b. Video presentation
 - c. Student reports
 - d. Role play
 - e. Guest speaker
 - f. Small group activities
 - g. Discussion
 - h. PowerPoint presentation
 - i. Field trips
 - j. Internet activities

7. **METHOD OF EVALUATION** (*can vary per instructor*)
 - a. Course grades, at the determination of the instructor, will be based on class and group participation, daily work, exams, presentations, projects, papers, and/or a portfolio.
 - b. Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term.