

Syllabus
BSAD 2520
Principals of Marketing
2021

Committee Members:

Gene Manhart, Central Community College
Steve Nichols, Metropolitan Community College
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Loretta Broberg, Little Priest Tribal College
No Representative, Nebraska Indian Community College

Facilitator: Beth Deinert

The Institution agrees to the contents in this syllabus including course prefix, number, course description and other contents of this syllabus.

 Chief Academic Officer, Central Community College	03/30/2021	Adopt
 Chief Academic Officer, Little Priest Tribal College	03/26/2021	Adopt
 Chief Academic Officer, Metropolitan Community College	03/29/2021	Decline
 Chief Academic Officer, Mid-Plains Community College	03/26/2021	Adopt
 Chief Academic Officer, Nebraska Indian Community College	03/27/2021	Adopt
 Chief Academic Officer, Northeast Community College	03/26/2021	Adopt
 Chief Academic Officer, Southeast Community College	04/02/2021	Adopt
 Chief Academic Officer, Western Nebraska Community College	03/30/2021	Adopt



I. CATALOG DESCRIPTION

Course Number: BSAD 2520
Course Title: Principles of Marketing
Prerequisites: None

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

4.5 quarter credit hours/3.0 semester credit hours/45 contact hours

II. COURSE OBJECTIVES/COMPETENCIES

Course will:

1. Examine and illustrate marketing, the marketing concept, and marketing management
2. Analyze the environment in which firms operate to develop effective marketing strategies and decisions.
3. Review methods of information gathering and investigate research techniques
4. Analyze consumer and organizational buying behavior
5. Identify market segments and positioning strategies
6. Evaluate product and service strategies
7. Evaluate distribution strategies
8. Evaluate pricing strategies and tactics
9. Evaluate promotional and communication strategies
10. Identify the elements of an effective marketing plan

III. STUDENT LEARNING OUTCOMES

Students will be able to:

1. Describe terms related to marketing
2. Describe the four marketing orientations
3. Describe the marketing process
4. Understand the components of a marketing plan
5. Describe criteria for effective marketing objectives

6. Explain the components of a situational analysis
7. Discuss target market strategies
8. Describe the elements of the marketing mix
9. Discuss the elements and the factors of the marketing environments
10. Discuss global marketing
11. Analyze the components of consumer behavior
12. Discuss business-to-business marketing
13. Describe the types of business goods and services
14. Describe the strategies of market segmentation
15. Evaluate an effective target market
16. Review the importance of positioning strategies
17. Define marketing research and explain its importance to marketing
18. Describe the concept and types of competitive advantage
19. Describe marketing uses of branding
20. Identify business and consumer products and the various classifications
21. Explain the importance of developing and managing product and service strategies
22. Understand the roles of distribution channels in marketing management
23. Examine the tools of promotion including advertising, sales promotion, personal selling and public relations.
24. Discuss various digital, mobile and social media marketing.
25. List and explain pricing objectives

IV. CONTENT/TOPICAL OUTLINE

1. Marketing and Its Environment
2. Consumer Behavior and the Target Market
3. Product Strategies
4. Distribution Strategies
5. Promotion and Communication Strategies
6. Pricing Strategies

V. INSTRUCTIONAL MATERIALS

1. Boone, Louis E., and David L. Kurtz. *Contemporary Marketing*, Current Edition. Cengage
2. Grewal and Levy, *Marketing*, Current Edition. McGraw Hill
3. Pride/Ferrell, *Marketing*, Current Edition. Cengage
4. Modern Marketing Principles with Mimic Marketing Principles Simulations, Wilson and Rackley, Stukent.
5. Iacobucci, Dawn, *Marketing Management*, Current Edition, Cengage

VI. METHOD OF PRESENTATION

1. Explanation and/or Lecture
2. Video Presentation
3. Student Reports
4. Role Play
5. Guest Speaker
6. Small Group Activities
7. Discussion
8. Debates

9. PowerPoint/Electronic Presentation
10. Field Trips
11. Internet Activities

VII. METHOD OF EVALUATION

1. 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
2. Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term.

VIII. INSTITUTIONAL DEFINED SECTION

(to be used at the discretion of each community college as deemed necessary)