

1/23/15

Syllabus

BSAD2520 Principles of Marketing

2015

Committee Members:

Gene Manhart, Central Community College

Brock Williams, Metropolitan Community College— not present

Angie Chittick, Mid-Plains Community College

Stacy Strawn, Northeast Community College— not present

Beth Deinert, Southeast Community College

Bridget Bergiel, Western Nebraska Community College



Facilitator

Date Reviewed: 1/23/15



NCCA Council of Chief Academic Officers Chair

Date Approved: 3-20-15

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: *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. Demonstrate the importance 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 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 characteristics of target markets and market segments
15. Review the importance of positioning strategies
16. Define marketing research and explain its importance to marketing
17. Describe the concept and types of competitive advantage
18. Classify consumer products
19. Describe marketing uses of branding
20. Explain the importance of developing and managing product and service strategies
21. Discuss the differences between services and goods
22. Understand the roles of distribution channels in marketing management
23. Examine the tools of promotion including advertising, sales promotion, personal selling, public relations, social media and mobile marketing
24. 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 (These are suggested texts; the instructor or institution can select the text that will work best to meet the course objectives.)

1. Boone, Louis E., and David L. Kurtz. *Contemporary Marketing*, 15th Edition. Fort Worth, Texas
2. Lamb, Charles W., Carl McDaniel, and Joseph F. Hair. *MKTG*, 8th Edition. Cincinnati, Ohio
3. Grewal and Levy, *Marketing*, 5th Edition.

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. PowerPoint Presentation
9. Field Trips
10. 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)