

**Syllabus**  
**BSAD2520**  
**Principles of Marketing**  
**2018**

**Committee Members:**

Gene Manhart, Central Community College  
No Representative, Little Priest Tribal College  
Carol Gottuso, Metropolitan Community College  
No Representative, Mid-Plains Community College  
Jerome Proctor, Nebraska Indian Community College  
Angie Shaffer, Northeast Community College  
Beth Deinert, Southeast Community College  
Scott Winters, Western Community College

**Facilitator: Gene Manhart**

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

<u><i>Deb Brennan</i></u> <a href="#">Deb Brennan (Apr 4, 2018)</a> Chief Academic Officer, Central Community College	Adopt
<u><i>Janyce L. Woodard</i></u> <a href="#">Janyce L. Woodard (Apr 4, 2018)</a> Chief Academic Officer, Little Priest Tribal College	Adopt
<u><i>Tom McDonnell</i></u> <a href="#">Tom McDonnell (Apr 24, 2018)</a> Chief Academic Officer, Metropolitan Community College	Not Offered
<u><i>Jody Tomanek</i></u> <a href="#">Jody Tomanek (Apr 4, 2018)</a> Chief Academic Officer, Mid-Plains Community College	Adopt
<u><i>Kristine Sudbeck</i></u> <a href="#">Kristine Sudbeck (May 1, 2018)</a> Chief Academic Officer, Nebraska Indian Community College	Adopt
<u><i>Lyle Kathol</i></u> <a href="#">Lyle Kathol (Apr 4, 2018)</a> Chief Academic Officer, Northeast Community College	Adopt
<u><i>Dennis Headrick</i></u> <a href="#">Dennis Headrick (Apr 4, 2018)</a> Chief Academic Officer, Southeast Community College	Adopt
<u><i>Kim Kuster Dale</i></u> <a href="#">Kim Kuster Dale (Apr 5, 2018)</a> Chief Academic Officer, Western Nebraska Community College	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. 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 and public relations.
24. Discuss various digital 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*, 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.
4. Pride/Ferrell, *Marketing*, 19<sup>th</sup> Edition.
5. Perrault/Cannon/McCarthy, *Essentials of Marketing*, 15<sup>th</sup> Edition.
6. Solomon/Marshall/Stuart, *Marketing, Real People, Real Choices*, 9<sup>th</sup> 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.

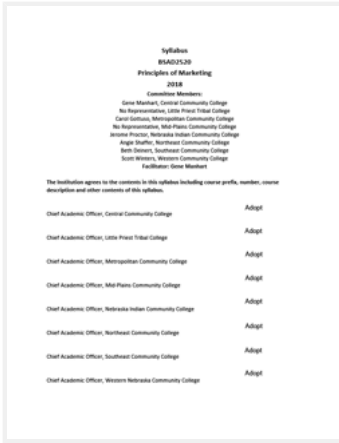
**VIII. INSTITUTIONAL DEFINED SECTION**

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

# BSAD2520 - Principles of Marketing - 2018











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