

CATALOG INFORMATION

Dept and Nbr: BMK 50

Title: MARKETING

Full Title: Marketing

Last Reviewed: 9/24/2018

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**  
Innovative, customer-centric strategies to successfully reach consumer and business markets. Focus on branding, positioning, promotions, social media, and digital communications with an emphasis on long-term, socially responsible and sustainable techniques.

**Prerequisites/Corequisites:**

**Recommended Preparation:**  
Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: Innovative, customer-centric strategies to successfully reach consumer and business markets. Focus on branding, positioning, promotions, social media, and digital communications with an emphasis on long-term, socially responsible and sustainable techniques. (Grade or P/NP)  
Prerequisites/Corequisites:  
Recommended: Eligibility for ENGL 100 or ESL 100  
Limits on Enrollment:

Transfer Credit: CSU;  
Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>	Transferable	Effective: Fall 1981	Inactive:
<b>UC Transfer:</b>		Effective:	Inactive:

### **CID:**

### **Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Demonstrate proficiency in applying marketing principles to the design of an organization's long-term business plan.
2. Examine and target consumer/business markets through segmentation strategies and analysis.
3. Demonstrate proficiency in applying marketing research and data mining to the construction of socially responsible and sustainable marketing strategies.

### **Objectives:**

At the conclusion of this course, the student should be able to:

1. Critique how marketing influences business decisions.
2. Analyze the role of marketing concepts, conceive the impact of positioning, and weigh the value of various marketing strategies.
3. Organize research methods in relation to target market to measure consumer and/or business buying behavior.
4. Compare and contrast product features and attributes.
5. Differentiate the characteristics of consumer vs. business goods.
6. Assess product life cycle.
7. Rank branding influence on company profitability and image.
8. Evaluate potential growth of service marketing.
9. Distinguish factors affecting price determination.

### **Topics and Scope:**

- I. Introduction to marketing
  - A. Overview and history of marketing
  - B. Components of a successful marketing concept
  - C. Introduction to markets
    1. Market vs. market segment
    2. Position

- 3. Forecast demand
- 4. Marketing mix
- D. Ethics and marketing
- E. Global perspective of marketing
- F. Social responsibility
- G. Sustainability
- II. Nature and scope of marketing, positioning
  - A. Environmental monitoring
  - B. External macroenvironment and forces of influence
    - 1. Economic conditions
    - 2. Stages of the business cycle
      - a. Prosperity
      - b. Recession
      - c. Depression
      - d. Recovery
    - 3. Competition
    - 4. Social and cultural forces
    - 5. Political and legal forces
  - C. External microenvironment
    - 1. Market environments
    - 2. Suppliers
    - 3. Marketing intermediaries
  - D. Organizational internal environment
- III. Consumer maps: consumer vs. business markets
  - A. Consumer markets
    - 1. Consumer demographics
    - 2. Level of involvement
    - 3. Culture vs. subculture
    - 4. Maslow's hierarchy of needs
    - 5. Personality
  - B. Business markets
    - 1. Components of the business market
    - 2. Characteristics of business demand
  - C. Determinants of business market demand
  - D. Business buying behavior and business buying decision process
- IV. Segmentation
  - A. Market segmentation
  - B. Segmenting consumer markets
  - C. Segmenting business markets
  - D. Target market strategies
  - E. Positioning
- V. Targeting
  - A. Uses of marketing research
  - B. Marketing information systems
  - C. Decision support systems
  - D. Databases, data warehouses, and data mining
  - E. Marketing research projects
    - 1. Consumer surveys and the internet
    - 2. Making adjustment to conduct global research
  - F. Competitive intelligence
- VI. Product Planning and Development
  - A. The meaning of product: attributes comprising a product

- B. Classification of product: characteristics and considerations
  - 1. Consumer goods
  - 2. Business goods
- C. Importance of product innovation
- D. Development of new products
  - 1. Strategy
  - 2. Producer's criteria for new products
  - 3. Middleman's criteria for new products
  - 4. New product adoption and diffusion
- VII. Product Life Cycle
  - A. Product mix and product line
  - B. Product-mix strategies
    - 1. Positioning the product
    - 2. Positioning in relation to a product class or attribute
    - 3. Product-mix expansion
    - 4. Alteration of existing products
    - 5. Product-mix contraction
    - 6. Trading up and trading down
  - C. Product life cycle
  - D. Planned obsolescence and fashion
- VIII. Branding
  - A. Advantages and disadvantages of branding
  - B. Selecting a brand name
  - C. Protecting a brand name
  - D. Branding strategies
  - E. Packaging and Labeling
  - F. Product design, color and quality
  - G. Promotions, social media, and digital communications
- IX. Services Marketing
  - A. Presentation of "22 Immutable Laws of Marketing" by Ries and Trout
  - B. Nature and importance of services
  - C. Development of services marketing program
  - D. Managing service quality
  - E. The future of services marketing
- X. Pricing and Distribution, Global Markets
  - A. Price determination
  - B. Analytical ratios
  - C. Price vs. nonprice competition

**Assignment:**

- 1. Weekly reading assignments of 20-30 pages
- 2. 2 to 5 quizzes and a comprehensive written final project
- 3. One to three oral presentations illustrating real-world marketing concepts
- 4. Case study analysis

**Methods of Evaluation/Basis of Grade:**

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

comprehensive written final project

Writing  
25 - 35%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

One to three oral presentations illustrating real-world marketing concepts, Case study analysis

Problem solving  
15 - 25%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Skill Demonstrations  
0 - 0%

**Exams:** All forms of formal testing, other than skill performance exams.

2 to 5 quizzes and a comprehensive written final project

Exams  
40 - 50%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation

Other Category  
5 - 15%

**Representative Textbooks and Materials:**

MKTG, Lamb, Hair, McDaniel Cengage 9th edition 2016