

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	17	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:

Nature and functions of marketing; broad survey of flow of goods, types and functions of marketing institution, classes of goods, trade channels and social and economic implications.

Prerequisites/Corequisites:

Recommended Preparation:

Eligibility for ENGL 100 or ESL 100.

Limits on Enrollment:

Schedule of Classes Information:

Description: Survey of marketing concepts focusing on target market behavior & functions of marketing institutions. (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:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

The student will learn:

1. how marketing influences business decisions;
2. to appreciate the role of marketing concepts;
3. a better understanding of marketing methods;
4. how marketing can affect company profitability and image.

### **Topics and Scope:**

1. Marketing and the business environment.
2. The marketing concept.
3. Buyer behavior.
4. The marketing process and organization.
5. Marketing Information Systems and marketing research.
6. Products including marketing characteristics, life cycles, innovations and product-market strategies.
7. Distribution including roles of producers, wholesalers, and retailers, marketing channels and physical distribution.
8. Promotion including strategy, personal selling and advertising.
9. Pricing including decisions, objectives, policies, strategies, and procedures.
10. Overall Marketing Strategy.

### **Assignment:**

Analysis of case studies.

Computer simulations for marketing decision making.

Written reports of contemporary issues.

Examinations.

## 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.

Written homework, Essay exams

Writing  
25 - 35%

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

COMPUTER EXERCISES

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.

Multiple choice

Exams  
40 - 50%

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

None

Other Category  
0 - 0%

## Representative Textbooks and Materials:

BASIC MARKETING, McCarthy & Perrault, Irwin Publishing Co.  
CONTEMPORARY MARKETING, Boone & Kurtz, Dryden Press.