BMK 50 Course Outline as of Fall 2025

CATALOG INFORMATION

Dept and Nbr: BMK 50 Title: MARKETING
Full Title: Marketing
Last Reviewed: 2/24/2025

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 for students 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 C1000 or equivalent

Limits on Enrollment:

Schedule of Classes Information:
Description: Innovative, customer-centric strategies for students 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 C1000 or equivalent

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

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	**Area**			Effective:	Inactive:
CSU GE:	**Transfer Area**			Effective:	Inactive:
IGETC:	**Transfer Area**			Effective:	Inactive:
CSU Transfer:	Transferable	Effective:	Fall 1981	Inactive:	
UC Transfer:		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 and 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 versus business goods.
6. Assess product life cycle.
7. Rank branding influence on company profitability and image.
8. Identify the relationship between marketing, people, planet, and profit.
9. Assess the potential market fit of new and innovative ventures.

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 versus market segment
2. Positioning
3. Forecast demand
4. Marketing mix

D. Ethics
E. Global perspective of marketing
F. Social responsibility
G. Sustanability

II. Nature and Scope of Marketing

A. Environmental scanning
B. External macroenvironment and forces of influence
1. Economic conditions
2. Regulatory controls
3. Competition
4. Social and cultural forces
5. Technological forces

C. Organizational internal environment

III. Consumer versus Business Markets

A. Consumer markets
1. Consumer demographics
2. Level of involvement
3. Culture versus subculture
4. Maslow's hierachy 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. Attributes comprising a product
B. Product characteristics and considerations
1. Consumer goods
2. Business goods

C. Product innovation
D. New product development
1. Strategy

2. Criteria for new products
3. 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. Branding development stratgies
B. Physcial branding
C. Emotional branding
D. Packaging and labeling
E. Product design, color and quality
F. 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

X. Pricing and Distribution, Global Markets
A. Price determination
B. Price strategies

Assignment:

1. Weekly reading assignments
2. Quizzes and a comprehensive final project
3. Presentations illustrating real-world marketing concepts
4. Case studies analysis
5. Group discussions

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 discussions	Writing 25 - 35%

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

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.

Quizzes and a comprehensive 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:
Marketing: The Core. Kerin & Hartley. McGraw Hill. 2025