

Course Outline

COURSE: MKTG 100 **DIVISION:** 50 **ALSO LISTED AS:**

TERM EFFECTIVE: Fall 2020 **CURRICULUM APPROVAL DATE:** 05/12/2020

SHORT TITLE: PRIN OF MARKETING

LONG TITLE: Principles of Marketing

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
3	18	Lecture:	3	54
		Lab:	0	0
		Other:	0	0
		Total:	3	54

COURSE DESCRIPTION:

An introduction to the economic and social problems involved with moving goods and services from the producer to the consumer. This course covers topics such as marketing institutions, channels of distribution, pricing, and government relationships. This course has the option of a letter grade or pass/no pass.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES

- L - Standard Letter Grade
- P - Pass/No Pass

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:

- 02 - Lecture and/or discussion
- 05 - Hybrid
- 71 - Dist. Ed Internet Simultaneous
- 72 - Dist. Ed Internet Delayed

STUDENT LEARNING OUTCOMES:

By the end of this course, a student should:

1. Prepare a marketing plan for a product or service.
2. Describe the process of promoting products, brands, labels, packaging, and the marketing mix, including new trends.
3. Define marketing and the core concepts of needs, wants, demands, products, exchange, transactions, and markets.

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS

Curriculum Approval Date: 05/12/2020

10 Hours

MAKING MARKETING VALUE DECISIONS

Welcome to the World of Marketing: Creating and Delivering Value

Strategic Market Planning: Painting the Big Picture

Thriving in the Marketing Environment: The World is Flat

Performance objectives: Explain the process utilized for making marketing decisions. Describe several strategies involved in marketing.

10 Hours

UNDERSTANDING CONSUMERS' VALUE NEEDS

Marketing Research: Gathering, Analyzing and Using Information

Consumer Behavior: How and Why People Buy

Business-to-Business Markets: How and Why Organizations Buy

Sharpening the

Focus: Target Marketing Strategies and Customer

Relationship Management

Performance objectives: Analyze the differences and similarities between why people and why organizations buy products. Explain marketing strategies.

10 Hours

CREATING THE VALUE PROPOSITION

Creating the Product

Managing the Product

Services and Other Intangibles: Marketing the Product That Isn't There

Pricing the Product

Performance objectives: Describe the criteria used for creating and for managing a product and provide examples

10 Hours

COMMUNICATING THE VALUE PROPOSITION

Catching the Buzz: Promotional Strategy and Integrated Marketing Communication

Advertising, Sales Promotion, and Public Relations

Personal Selling, Sales Management and Direct Marketing

Performance objectives: Discuss promotional strategies and advertising techniques and provide examples.

10 Hours

DELIVERING THE VALUE PROPOSITION

Delivering Value Through Supply Chain Management: Channels of Distribution and Logistics

Retailing: Bricks and Clicks

Performance objectives: Explain what

"Bricks and Clicks" means in relationship to the field of retail sales.

2 Hours Presentation of final projects.

2 Hours Final exam.

METHODS OF INSTRUCTION:

Lecture, projects, exercises, videos.

OUT OF CLASS ASSIGNMENTS:

Required Outside Hours: 108

Assignment Description:

Homework:

Read the chapters covered in the class lectures and do the assigned exercises at the end of the chapters.

Work on projects.

METHODS OF EVALUATION:

Writing assignments

Percent of total grade: 30.00 %

30% - 50% Written homework; Reading reports; Lab reports; Essay exams

Problem-solving assignments

Percent of total grade: 40.00 %

30% - 70% Homework problems; Field work; Quizzes; Exams

Objective examinations

Percent of total grade: 30.00 %

REPRESENTATIVE TEXTBOOKS:

Required:

Michael R. Solomon, Greg W. Marshall, Elnora W. Stuart . Marketing: Real People, Real Choices or other appropriate college level text.. Pearson; 9 edition (January 14, 2017),2017.

ISBN: ISBN-13: 978-0134292663

Reading Level of Text, Grade: 12+ Verified by: Verified by:MS Word

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

CSU GE:

IGETC:

CSU TRANSFER:

Transferable CSU, effective 200830

UC TRANSFER:

Not Transferable

SUPPLEMENTAL DATA:

Basic Skills: N

Classification: Y

Noncredit Category: Y

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department:

CSU Crosswalk Course Number:

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: C

Maximum Hours:

Minimum Hours:

Course Control Number: CCC000020522

Sports/Physical Education Course: N

Taxonomy of Program: 050900