

COURSE OUTLINE

Introduction to Marketing

Course Description

BA 140. Introduction to Marketing. 3 hours credit. This course will enable the student to gain an understanding of the issues and strategies involved in marketing for organizations. Through the use of discussion, exercises, and case studies, the student will gain an understanding of the planning and execution of conception, pricing, promotion, and distribution of goods, ideas, and services.

Course Relevance

The principles learned in this course will allow the student to analyze and create marketing strategies to satisfy individual and organizational objectives. The principles are relevant to any type of organization, and anyone wishing to improve their understanding of the concepts related to advertising, public relations, wholesaling, retailing, pricing, global business, e-commerce, and new product development.

Required Materials

Kerin, Hartley, Rudelius (2009). *Marketing* (9th ed.). Boston: McGraw-Hill.

Learning Outcomes

The intention is for the student to be able to:

1. Realize the importance of marketing to the overall economy and what opportunities exist.
2. Demonstrate understanding of the aspects of the marketing mix.

Learning PACT Skills that will be developed and documented in this course

Through involvement in this course, the student will develop ability in the following PACT skill area(s):

Analytical Thinking Skills

1. Problem solving
 - By applying skills learned in lessons, readings, and discussions, the student will analyze specific marketing problems and present their own creative solutions.

Major Summative Assessment Task(s)

These learning outcome(s) and the Learning PACT skill(s) will be demonstrated by:

1. Completing a departmental project that measures the student's ability to solve problems related to the marketing function, including creation of elements of a marketing plan.

Course Content

- I. Skills or Competencies – Actions that are essential to achieve the course outcomes:
 - A. Create sections of a marketing plan

- B. Provide critical analysis of real life marketing strategies
- II. Themes – Key recurring concepts that run throughout this course:
 - A. Planning
 - B. Strategy
 - C. Consumer behavior
- III. Issues – Key issues that will be addressed in this course: areas of conflict that must be understood in order to achieve the intended outcome:
 - A. Matching marketing strategies with the needs and wants of the customer
 - B. Creating strategies that take advantage of the organization's strengths and weaknesses in relation to competitive strategies
- IV. Concepts – Key concepts that must be understood to address the issues:
 - A. Understand communication process
 - B. Understand the marketing mix

Learning Units

- I. The role of marketing
 - A. Definition of marketing
 - B. Importance of discovering and satisfying a prospect's needs and wants.
 - C. Requirements for marketing to occur
 - D. Types of marketing utilities
- II. Linking marketing and corporate strategies
 - A. The strategic marketing process
 - B. The marketing mix
 - C. The business portfolio approach
- III. The changing marketing environment
 - A. Environmental scanning provides information about social, economic, technological, competitive, and regulatory forces
 - B. Demographic factors and their importance to marketing
- IV. Ethics and social responsibility in marketing
 - A. Legal and ethical behavior in marketing
 - B. Factors that influence ethical and unethical marketing decisions
- V. Global marketing and world trade
 - A. Nature and scope of world trade from a global perspective and its implications for the United States
 - B. Environmental factors that have an impact on global marketing
 - C. Challenges marketer's face when crafting worldwide marketing programs
- VI. Consumer behavior
 - A. The stages in the consumer decision process
 - B. Psychological influences affect consumer behavior in the purchase decision process

- C. How marketers can use knowledge of consumer behavior to better understand and influence purchases
- VII. Organizational markets and buyer behavior
- A. Industrial, reseller, and government markets
 - B. Characteristics of organizational buyer behavior
- VIII. Interactive marketing and electronic commerce
- A. Different types of electronic networks that make electronic commerce and interactive marketing possible
 - B. Purchasing behavior of online consumers
 - C. How Companies benefit from electronic commerce and interactive marketing
- IX. Turning marketing information into action
- A. Steps in the market research process
 - B. Primary and secondary research
 - C. Tools used to collect marketing data
 - D. Questionnaire development
- X. Market segmentation, targeting, and positioning
- A. Market segmentation, when to use it, and the steps involved
 - B. Factors used to segment a market
- XI. Developing new products
- A. Classifying and marketing consumer and industrial products
 - B. Classifications of newness of a product
 - C. Factors contributing to a product's success or failure
 - D. New product development process
- XII. Managing the product and brands
- A. The product life-cycle concept and the marketing strategy related to each stage
 - B. Trademarks and brand names
 - C. Attributes of a successful brand name
 - D. The purpose of packaging
- XIII. Managing services
- A. Four unique elements of services
 - B. The role of the marketing mix elements in the services marketing mix
- XIV. Pricing: Relating objectives to revenues and costs
- A. The elements that make up price
 - B. The role of costs in pricing decisions
 - C. Calculating break-even points
- XV. Pricing: Arriving at the final price
- A. Principal laws and regulations affecting pricing practices

- B. Various pricing practices
 - C. Calculating markups based on retail and cost
 - D. Calculating price based on profit projections
- XVI. Marketing channels and wholesaling
- A. Marketing channels of distribution and intermediaries
 - B. Marketing channels for consumer versus industrial products and services
 - C. Types and functions of firms that perform wholesaling activities
- XIV. Supply chain and logistics management
- A. Describe the major logistics functions
- XVII. Retailing
- A. Types of retailers and the utilities they provide
 - B. The wheel of retailing
 - C. The retail mix
- XVIII. Integrated marketing communications and direct marketing
- A. The communication process and its elements
 - B. The elements in the promotional mix
 - C. Push versus pull strategies
- XIX. Advertising, sales promotion, and public relations
- A. The differences between product advertising and institutional advertising
 - B. Various methods of establishing an advertising budget
- XX. Personal selling and sales management
- A. The different types of personal selling
 - B. The functions and tasks in the sales management process
 - C. The stages in the personal selling process
- XXI. The strategic marketing process
- A. Marketing planning frameworks

Learning Activities

Classroom: Learning activities will be geared toward achieving the intended course outcomes through lecture, instructor led-class discussion, textbook reading assignments, exams, audio-visual aids and case studies.

Online: Online learning activities will equate to the classroom activities, with instructor notes, online discussions, textbook reading assignments, exams, links to appropriate websites and case studies.

Grade Determination

The student will be graded on assessment tasks, examinations, written assignments, case studies and other methods of evaluation at the discretion of the instructor.