

## SYLLABUS

**DIVISION:** Business and Engineering Technology

**REVISED:** Fall 2014

**CURRICULA IN WHICH COURSE IS TAUGHT:** Marketing, Business Management

**COURSE NUMBER AND TITLE:** MKT 100, Principles of Marketing

**CREDIT HOURS:** 3 HOURS/WK    **LEC:** 3 HOURS/WK    **LAB:** 0    **LEC/LAB COMB:** 3

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**I. CATALOG DESCRIPTION:** Presents principles, methods and problems involved in the distribution and marketing of goods and services to industrial and ultimate consumers. Discusses market segmentation, marketing research and the development of marketing strategies. Examines legal, social and ethical considerations in marketing.

**II. RELATIONSHIP OF THE COURSE TO CURRICULA OBJECTIVES:**

MKT 100 addresses the following Marketing program outcomes: DCC Marketing graduates will demonstrate the ability to:

- understand the role and practice of marketing within an organization, including theoretical and applied aspects of the marketing discipline;
- create marketing strategies and plans that utilize elements of the marketing mix, product mix, and/or media mix;
- analyze marketing problems and issues facing companies and organizations and conceptualize possible alternative solution action plans;
- apply the strategic principles of selling to consumer buying behavior and marketing decisions as it relates to the marketing goals and objectives.

MKT 100 addresses the following Business Management program outcome: Business Management graduates will demonstrate the ability to evaluate marketing strategies for successful products and services.

**III. REQUIRED BACKGROUND/PREREQUISITIES:** This course has no general required course prerequisites. If students have developmental studies requirements, MTE 1, MTE 2, and ENF 1 must be completed prior to enrollment. ENF 2 may be taken concurrently.

**IV. COURSE CONTENT:**

- Consumer Behavior
- Marketing Research
- Market Segmentation
- Product Management
- Marketing Communications
- Personal Selling
- Pricing Strategies
- Channels of Distributions

**V. THE FOLLOWING GENERAL EDUCATION OBJECTIVES WILL BE ADDRESSED IN THIS COURSE** (Place X by all that apply)

- X Communication
- X Critical Thinking
- X Cultural and Social Understanding
- Information Literacy
- X Personal Development
- X Quantitative Reasoning
- Scientific Reasoning

## VI. LEARNER OUTCOMES

## VII. EVALUATION

<b>Overview of Marketing</b> <ul style="list-style-type: none"> <li>Explain what marketing is and its role in business and relationship development.</li> <li>Explain the role of marketing to economic growth as an exchange process.</li> <li>Understand the 4-Ps &amp; 6-Ps of marketing.</li> </ul>	<b>Evaluation Method</b> <ul style="list-style-type: none"> <li>In class and Internet exercises</li> <li>Digital quiz</li> <li>Written test</li> </ul>
<b>Marketing Strategies</b> <ul style="list-style-type: none"> <li>Recognize the advantages of a Sustainable Competitive Advantage.</li> <li>Recognize the traits of excellence in Customer, Operations, Product, and Location.</li> <li>Recognize the elements of a marketing plan.</li> </ul>	<b>Evaluation Method</b> <ul style="list-style-type: none"> <li>In class and Internet exercises</li> <li>Digital quiz</li> <li>Written test</li> </ul>
<b>Marketing Ethics</b> <ul style="list-style-type: none"> <li>Understand the importance of personal and corporate ethics in marketing.</li> </ul>	<b>Evaluation Method</b> <ul style="list-style-type: none"> <li>In class and Internet exercises</li> <li>Digital quiz &amp; written test</li> </ul>
<b>The Marketing Environment</b> <ul style="list-style-type: none"> <li>Identify the various components of the environment: company capabilities, competitors, partners, culture, demographics, etc..</li> <li>Understand the importance of adding value</li> </ul>	<b>Evaluation Method</b> <ul style="list-style-type: none"> <li>In class and Internet exercises</li> <li>Digital quiz</li> <li>Written test</li> </ul>
<b>Customer Behavior</b> <ul style="list-style-type: none"> <li>Understand the consumer decision process.</li> <li>Describe the importance of enhancing customer experience.</li> <li>Recognize the factors influencing the customer decision process.</li> </ul>	<b>Evaluation Method</b> <ul style="list-style-type: none"> <li>In class and Internet exercises</li> <li>Digital quiz</li> <li>Written test</li> </ul>
<b>Business-to-Business Marketing</b> <ul style="list-style-type: none"> <li>Understand the business-to-business process.</li> <li>Recognize the partners in the process: manufacturers, resellers, institutions.</li> </ul>	<b>Evaluation Method</b> <ul style="list-style-type: none"> <li>In class and Internet research exercises</li> <li>Digital quiz</li> <li>Written test</li> </ul>
<b>Segmentation, Targeting, and Positioning</b> <ul style="list-style-type: none"> <li>Understand the importance of establishing overall strategies and objectives.</li> <li>Recognize segmentation methods</li> </ul>	<b>Evaluation Method</b> <ul style="list-style-type: none"> <li>Internet exercises</li> <li>Digital quiz</li> <li>Written test</li> </ul>
<b>Marketing Research</b> <ul style="list-style-type: none"> <li>Recognize the marketing research process.</li> <li>Identify the objectives and research needs in designing the research.</li> <li>Identify primary and secondary data options.</li> </ul>	<b>Evaluation Method</b> <ul style="list-style-type: none"> <li>In class and Internet exercises</li> <li>Digital quiz</li> <li>Written test</li> </ul>
<b>Product, Branding, &amp; Packaging Decisions</b> <ul style="list-style-type: none"> <li>Describe the factors of product &amp; brand equity.</li> <li>Distinguish the types of branding strategies.</li> <li>Identify the advantages of a product's packaging and labeling strategy.</li> </ul>	<b>Evaluation Method</b> <ul style="list-style-type: none"> <li>In class and Internet exercises</li> <li>Digital quiz</li> <li>Written test</li> </ul>
<b>Pricing</b> <ul style="list-style-type: none"> <li>Identify the elements and strategies of pricing.</li> <li>Distinguish the types of competition.</li> <li>Identify pricing strategies.</li> </ul>	<b>Evaluation Method</b> <ul style="list-style-type: none"> <li>In class and Internet exercises</li> <li>Digital quiz</li> <li>Written test</li> </ul>

<b>Supply Chain Management</b> <ul style="list-style-type: none"> <li>• Recognize the value added by supply chains.</li> <li>• Describe the flow of merchandise &amp; information.</li> </ul>	<b>Evaluation Method</b> <ul style="list-style-type: none"> <li>• In class and Internet exercises</li> <li>• Digital quiz &amp; written test</li> </ul>
<b>Retailing and Multichannel Marketing</b> <ul style="list-style-type: none"> <li>• Describe the considerations of retail partnering.</li> <li>• Recognize the components of retail strategy.</li> <li>• Identify the benefits of multichannel retailing.</li> </ul>	<b>Evaluation Method</b> <ul style="list-style-type: none"> <li>• In class and Internet exercises</li> <li>• Digital quiz &amp; written test</li> </ul>
<b>Advertising and Promotion</b> <ul style="list-style-type: none"> <li>• Recognize the components of communication.</li> <li>• Explain the 4 steps of AIDA</li> <li>• Describe the various integrated communication channels, budgeting, and evaluating.</li> </ul>	<b>Evaluation Method</b> <ul style="list-style-type: none"> <li>• In class and Internet exercises</li> <li>• Digital quiz &amp; written test</li> </ul>