

BUS M37: MARKETING

Originator

abarcenas

College

Moorpark College

Discipline (CB01A)

BUS - Business

Course Number (CB01B)

M37

Course Title (CB02)

Marketing

Banner/Short Title

Marketing

Credit Type

Credit

Start Term

Fall 2021

Catalog Course Description

Introduces basic concepts and practices of modern marketing. Includes an overview of marketing, strategic planning, the marketing environment, market research, consumer behavior, target marketing, product, price, distribution, and promotion, and global marketing.

Taxonomy of Programs (TOP) Code (CB03)

0509.00 - *Marketing and Distribution

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

Letter Graded

Alternate grading methods

Student Option- Letter/Pass
Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

52.5

Maximum Contact/In-Class Lecture Hours

52.5

Activity

Laboratory

Total in-Class

Total in-Class

Total Minimum Contact/In-Class Hours

52.5

Total Maximum Contact/In-Class Hours

52.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid**Unpaid****Total Outside-of-Class****Total Outside-of-Class****Minimum Outside-of-Class Hours**

105

Maximum Outside-of-Class Hours

105

Total Student Learning**Total Student Learning****Total Minimum Student Learning Hours**

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Advisories on Recommended Preparation

BUS M30 and ENGL M02

Requisite Justification**Requisite Type**

Recommended Preparation

Requisite

BUS M30

Requisite Description

Course not in a sequence

Level of Scrutiny/Justification

Content review

Requisite Type

Recommended Preparation

Requisite

ENGL M02

Requisite Description

Course not in a sequence

Level of Scrutiny/Justification

Required communication/computation skill

Student Learning Outcomes (CSLOs)**Upon satisfactory completion of the course, students will be able to:**

1

design a basic marketing plan including a marketing strategy, the marketing environment, marketing research, consumer behavior, and target marketing.

- 2 explain how organizations use the marketing mix (product, price, place, and promotion) to market to their target customers.
- 3 recognize the ethical issues in marketing and apply decision-making techniques and moral reasoning.

Course Objectives

Upon satisfactory completion of the course, students will be able to:

- 1 describe the marketing and strategic planning processes and the forces that influence them for both global and domestic markets.
- 2 explain the importance of market research and compare various methods of collecting information.
- 3 describe the consumer decision-making process and differentiate the major factors that influence consumer purchasing behavior.
- 4 describe the target marketing process and explain the importance of market segmentation and targeting.
- 5 identify and explain the processes for developing and managing new and existing products, channels of distribution, pricing strategies, and the promotion mix.
- 6 identify and explain the key elements in a marketing plan.

Course Content

Lecture/Course Content

- 1. (5%) Introduction to marketing**
 - a. Building customer relationships
 - b. Marketing management philosophies
 - c. Marketplace and consumer needs
- 2. (5%) Global marketplace**
 - a. International trade system
 - b. Deciding whether to go international
 - c. Market-entry strategies
 - d. Global marketing environment
- 3. (12%) Integrated market communications**
 - a. Sales promotion objectives and tools
 - b. Personal selling objectives and the selling process
 - c. Social media objectives and tools
- 4. (7%) Retailing and wholesaling**
 - a. Role of retailers and wholesalers
 - b. Types of retailers
 - c. Types of wholesalers
 - d. Retailer marketing decisions
- 5. (7%) Channels of distribution**
 - a. Importance of channels
 - b. Channel behavior
 - c. Selecting channel members
- 6. (12%) Pricing issues and strategies**
 - a. Factors affecting pricing decisions
 - b. General approaches to pricing
 - c. Pricing strategies and tactics
- 7. (7%) New product development**
 - a. Steps in the new product development process
 - b. Product life-cycle
- 8. (7%) Product and service strategies**
 - a. Consumer products
 - b. Branding and packaging
 - c. Marketing services
- 9. (8%) Market segmentation and positioning**
 - a. Levels of market segmentation
 - b. Requirements for effective segmentation
 - c. Selecting target markets
 - d. Positioning strategies

10. (8%) Consumer buyer behavior

- a. Buyer decision process
- b. Characteristics affecting consumer behavior

11. (8%) Marketing information

- a. Assessing marketing information needs
- b. Developing and analyzing marketing information
- c. Market research process
- d. Types of market research

12. (7%) Marketing environment

- a. Micro-environment
- b. Macro-environment

13. (7%) Strategic planning

- a. Mission statements
- b. Business portfolios
- c. Customer-centered marketing strategy

Laboratory or Activity Content

Not applicable

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Problem solving exercises
Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Classroom Discussion
Essay exams
Group projects
Journals
Objective exams
Oral presentations
Projects
Problem-solving exams
Participation
Quizzes
Role playing
Reports/Papers/Journals
Reports/papers
Research papers

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
Computer-aided presentations
Collaborative group work
Class activities
Class discussions
Case studies
Distance Education
Demonstrations
Group discussions
Guest speakers
Internet research
Lecture
Small group activities

Describe specific examples of the methods the instructor will use:

The instructor will use audio-visual presentations, class discussions, lectures, demonstrations, and computer-aided presentations to explain methods for effectively teaching concepts in Business.

Representative Course Assignments

Writing Assignments

1. Written answers for short answer exam questions.
2. Written analyses on chapter learning outcomes.
3. Written essays on assigned topics. For example, writing a marketing plan for a company includes a description of product or service, market analysis, marketing goals and objective, product pricing, advertising plan, and marketing budget.
4. Written essay on customer segmentation. For example, a student will use the Market Segmentation to identify demographic, psychographic, behavioral, and geographic segmentation to develop a written marketing strategy.

Critical Thinking Assignments

1. Analysis of a Marketing case study. For example, Analysis of a case study showing the marketing strategy for a product and/or service entering the market.
2. Analysis of marketing campaigns using traditional marketing techniques and contemporary marketing strategies such as digital and social media marketing methods.
3. Analysis of market opportunities for companies and/or services entering the market. An example would be for students to complete a Market Segmentation strategy to identify the demographic, psychographic, behavioral, and geographic needs of a new product.
4. Analysis of research findings for specific product and/or services to develop a marketing strategy

Reading Assignments

1. Reading textbook case studies to broaden the understanding of application of business fundamentals in Marketing.
2. Reading a Business related journal article, and/or periodicals to learn about business environments, consumer and organizational behavior. An example would be: reading a journal such as the Harvard Business Review, Forbes, or Entrepreneur Magazine to develop a greater understanding of current business trends in Marketing.

Skills Demonstrations

N/A

Other assignments (if applicable)

N/A

Outside Assignments

Representative Outside Assignments

1. Participate in market research to learn about the needs in today's consumer market and develop a marketing strategy for a business and/or product.
2. Research Business related websites, journal articles, and/or periodicals to learn about business environments, consumer and organizational behavior. An example would be: researching a journal such as the Harvard Business Review, Forbes, or Entrepreneur Magazine to develop a greater understanding of current business trends in Marketing.
3. Research topics on the internet or listen to a podcast to learn about marketing strategies in Business. An example would be: listening to a podcast profiling a successful entrepreneurial venture where marketing was vital to the companies success in understanding the process for developing a successful marketing strategy.

Articulation

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
CSU Maritime Academy	BUS 200	Introduction to Marketing	3
CSU Monterey Bay	CART 206	Marketing Strategies	3

Comparable Courses within the VCCCD

BUS R132A - Marketing
 BUS R132 - Marketing
 BUS V46 - Marketing
 BUS R134 - Marketing for Small Business
 BUS R135 - Social Media Marketing

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Allan Hancock College	BUS 102	Marketing	3
LA Pierce College	MARKET 21	Principles of Marketing	3

District General Education**A. Natural Sciences****B. Social and Behavioral Sciences****C. Humanities****D. Language and Rationality****E. Health and Physical Education/Kinesiology****F. Ethnic Studies/Gender Studies****Course is CSU transferable**

Yes

CSU Baccalaureate List effective term:

F1995

CSU GE-Breadth**Area A: English Language Communication and Critical Thinking****Area B: Scientific Inquiry and Quantitative Reasoning****Area C: Arts and Humanities****Area D: Social Sciences****Area E: Lifelong Learning and Self-Development****Area F: Ethnic Studies****CSU Graduation Requirement in U.S. History, Constitution and American Ideals:****IGETC****Area 1: English Communication****Area 2A: Mathematical Concepts & Quantitative Reasoning****Area 3: Arts and Humanities****Area 4: Social and Behavioral Sciences****Area 5: Physical and Biological Sciences****Area 6: Languages Other than English (LOTE)****Textbooks and Lab Manuals****Resource Type**

Textbook

Description

Lamb, Charles W., Joe Hair, and Carl McDaniel. *MKTG¹³ Principles of Marketing*. 13th ed., Cengage, 2020.

Resource Type

Textbook

Description

Boone, Louis E., and David L. Kurtz. *Contemporary Marketing*. 19th ed., Cengage, 2022.

Resource Type

Textbook

Description

Solomon, Michael R., Greg Marshall, and Elnora Stuart. *Marketing: Real People, Real Choices*. 10th ed., Pearson, 2020.

Library Resources**Assignments requiring library resources**

Possible research on marketing topics using the Library's print and online resources.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Research Business-related journal articles and/or periodicals to learn about business environments, consumer and organizational behavior. An example would be: researching a journal such as the Harvard Business Review, Forbes, or Entrepreneur Magazine to develop a greater understanding of current business trends in Marketing.

Distance Education Addendum**Definitions****Distance Education Modalities**

Hybrid (51%–99% online)
Hybrid (1%–50% online)
100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact**Hybrid (1%–50% online) Modality:**

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.

E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts.
Face to Face (by student request; cannot be required)	Faculty may be available to meet with students in person by student request and at a mutually agreed upon day/time.
Other DE (e.g., recorded lectures)	Recorded lectures, videos from third parties (npr.org, podcast, etc) may be made available to students.
Synchronous Dialog (e.g., online chat)	Chat rooms may be used to deliver synchronized content such as a Question and Answer session.
Video Conferencing	Video Conferencing may be used on a group or one-to-one basis as needed.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts.
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Synchronous Dialog (e.g., online chat)	Chat rooms may be used to deliver synchronized content such as a Question and Answer session.
Video Conferencing	Video Conferencing may be used on a group or one-to-one basis as needed.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts.
Face to Face (by student request; cannot be required)	Faculty may be available to meet with students in person by student request and at a mutually agreed upon day/time.
Other DE (e.g., recorded lectures)	Recorded lectures, videos from third parties (npr.org, podcast, etc) may be made available to students.
Synchronous Dialog (e.g., online chat)	Chat rooms may be used to deliver synchronized content such as a Question and Answer session.
Video Conferencing	Video Conferencing may be used on a group or one-to-one basis as needed.

Examinations**Hybrid (1%–50% online) Modality**

Online
On campus

Hybrid (51%–99% online) Modality

Online
On campus

Primary Minimum Qualification

BUSINESS

Review and Approval Dates

Department Chair

MM/DD/YYYY

Dean

MM/DD/YYYY

Technical Review

MM/DD/YYYY

Curriculum Committee

MM/DD/YYYY

DTRW-I

MM/DD/YYYY

Curriculum Committee

MM/DD/YYYY

Board

MM/DD/YYYY

CCCCO

MM/DD/YYYY

Control Number

CCC000429307

DOE/accreditation approval date

MM/DD/YYYY