

College of San Mateo
Official Course Outline

1. **COURSE ID:** BUS. 180 **TITLE:** Marketing

Units: 3.0 units **Hours/Semester:** 48.0-54.0 Lecture hours; and 96.0-108.0 Homework hours

Method of Grading: Letter Grade Only

Recommended Preparation:

Eligibility for ENGL 838 or ENGL 848 or ESL 400.

2. **COURSE DESIGNATION:**

Degree Credit

Transfer credit: CSU

3. **COURSE DESCRIPTIONS:**

Catalog Description:

This course is designed to provide students with an understanding of the principles of marketing. The course introduces modern business marketing concepts and strategies and familiarizes students with standards, procedure and techniques used in marketing. Topics include marketing research, components of the marketing mix, consumer / business buying behavior, target marketing, green marketing, digital marketing/social networking, global marketing, branding, personal selling and social responsibility and ethics in marketing.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**

Upon successful completion of this course, a student will meet the following outcomes:

1. Understand and communicate the purpose and role of marketing.
2. Examine a firm's marketing mix of product, price, place and promotion.
3. Communicate clearly in written and verbal forms appropriate for various marketing situations.
4. Create a marketing plan for a product or service.

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**

Upon successful completion of this course, a student will be able to:

1. Clearly identify, understand and communicate the purpose and role of marketing.
2. Clearly identify, understand and communicate the key principles and practices of marketing.
3. Identify, understand and communicate the factors that affect marketing success.
4. Communicate clearly in written and verbal forms appropriate for various marketing situations.

6. **COURSE CONTENT:**

Lecture Content:

1. Marketing role – Creating and Capturing Customer Value
2. Company and Marketing Strategy – Partnering to Build Customer Value and Relationships
3. Analyzing the Marketing Environment
4. Managing Marketing Information to Gain Customer Insights
5. Understanding Consumer and Business Buying Behavior
6. Customer-Driven Marketing Strategy – Creating Value for Target Customers
7. Products, Services, and Brands – Building Customer Value
8. New Product Development and product Life-Cycle Strategies
9. Pricing – Understanding and Capturing Customer Value
10. Marketing Channels – Delivering Customer Value
11. Retailing and Wholesaling
12. Engaging Consumers and Communicating Customer Value: Advertising and Public Relations
13. Personal Selling and Sales Promotion
14. Direct, Online, Social Media, and Mobile Marketing
15. The Global Marketplace
16. Sustainable Marketing – Social Responsibility and Ethics

7. **REPRESENTATIVE METHODS OF INSTRUCTION:**

Typical methods of instruction may include:

- A. Lecture
- B. Guest Speakers
- C. Other (Specify): On-line discussion forums, Case Studies, Group Project. Multi-Media, Peer-to-Peer

8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

Writing Assignments:

Students will complete a "Marketing Plan" project.

Reading Assignments:

Student reading of textbook and supplemental materials.

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Class Work
- C. Exams/Tests
- D. Group Projects
- E. Homework
- F. Oral Presentation
- G. Papers
- H. Projects
- I. Quizzes
- J. Research Projects
- K. Written examination

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. Solomon, M.R., Marshall, G.W.. *Marketing: Real People, Real Choices*, 9 ed. New York, NY: Pearson, 2018
- B. Armstrong, Gary and Kotler, Philip. *Marketing An Introduction*, ed. Pearson Publishing, 2016

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Course Originator: Lale Yurtseven