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

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. 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.

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:
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:

Origination Date: August 2016
Curriculum Committee Approval Date: October 2016
Effective Term: Fall 2017
Course Originator: Anne Figone