1. **COURSE ID:** BUS. 180  
   **TITLE:** Marketing  
   **Semester Units/Hours:** 3.0 units; a minimum of 48.0 lecture hours/semester  
   **Method of Grading:** Letter Grade Only  
   **Recommended Preparation:**  
   Eligibility for ENGL 838 or 848.

2. **COURSE DESIGNATION:**  
   Degree Credit  
   **Transfer credit:** CSU

3. **COURSE DESCRIPTIONS:**  
   **Catalog Description:**  
   Broad study of marketing principles and methods applicable to both consumer and industrial goods and services. Includes retailing and wholesaling consumer goods, marketing industrial goods, marketing policies and practices, and government relationship to marketing.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**  
   Upon successful completion of this course, a student will meet the following outcomes:  
   1. Identify and communicate the purpose and role of marketing  
   2. Identify and communicate the key principles and practices of marketing  
   3. Identify and communicate factors that affect marketing success  
   4. Communicate clearly in written and oral form appropriate for various marketing situations.

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**  
   Upon successful completion of this course, a student will be able to:  
   1. Identify and communicate the purpose and role of marketing.  
   2. Identify and communicate the key principles and practices of marketing.  
   3. Identify and communicate factors that affect marketing success.  
   4. Communicate clearly in written and oral form appropriate for various marketing situations.

6. **COURSE CONTENT:**  
   **Lecture Content:**  
   1. Marketing Purpose and Role  
   2. Defining the Market and Customer: Market Segmentation and Targeting  
   3. Market and Buyer Behavior  
   4. Market Analysis and Research  
   5. Product-Service Marketing  
   6. Positioning, Value and Pricing  
   7. Identity and Brand  
   8. Marketing Communication  
   9. Social Media, Online Marketing and Advertising  
   10. Customer Relationship Management  
   11. Public and Industry Relationship Management  
   12. Global Marketing  

7. **REPRESENTATIVE METHODS OF INSTRUCTION:**  
   Typical methods of instruction may include:  
   1. Lecture  
   2. Activity  
   3. Critique  
   4. Discussion  
   5. Guest Speakers  
   6. Individualized Instruction  
   7. Online Discussion Board  
   8. Case studies and application exercises  
   9. Group projects  
   10. Peer evaluation

- [College of San Mateo]
- [Official Course Outline]
7. Other (Specify): • Student reading of textbooks and supplemental course materials • Case study analysis in class or written assignments completed outside of class • Individual and team marketing projects including presentation and written assignments • Review of subject matter videos with class discussion and analysis

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.

9. REPRESENTATIVE METHODS OF EVALUATION
Representative methods of evaluation may include:
1. Class Participation
2. Class Work
3. Exams/Tests
4. Group Projects
5. Home Work
6. Oral Presentation
7. Papers
8. Projects
9. Quizzes
10. Research Projects
11. Written examination

10. REPRESENTATIVE TEXT(S):
Possible textbooks include:

/Body