

College of San Mateo
Official Course Outline

1. **COURSE ID:** BUS. 180 **TITLE:** Introduction to Marketing
Units: 3.0 units **Hours/Semester:** 48.0-54.0 Lecture hours; 96.0-108.0 Homework hours; 144.0-162.0 Total Student Learning hours
Method of Grading: Letter Grade Only
Recommended Preparation:
Eligibility for ENGL 100, or Eligibility for ENGL 105

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, 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. Articulate and communicate the purpose and role of marketing.
2. Examine a firm's marketing mix of product, price, place and promotion.
3. 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. Define and explain core marketing terms and concepts.
2. Explain how the environment affects a firm's marketing effort.
3. Explain and describe influences on consumer behavior and the buyer's decision process.
4. Demonstrate an understanding of the concepts of segmentation, targeting and positioning.
5. Describe the types of marketing research and identify their role in a firm's marketing efforts.
6. Identify marketing tools to create brand awareness.
7. Describe the types of marketing research and identify their role in a firm's marketing efforts.
8. Identify and describe the stages of the product life cycle, and describe marketing strategies at each stage.
9. Identify and address ethical issues that may arise in marketing a product.

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*, 11th ed. New York, NY: Pearson, 2022

Origination Date: November 2023

Curriculum Committee Approval Date: December 2023

Effective Term: Fall 2024

Course Originator: Philip Tran