



BADM 242 - PRINCIPLES OF MARKETING

3 CREDITS

SYLLABUS

CATALOG DESCRIPTION

Survey of modern marketing concepts and practices focusing on the marketing mix: product, pricing, promotion, and distribution strategies. Topics include; the marketing environment, consumer behavior, marketing research, target marketing, and the ethical and social responsibilities of marketers.

Prerequisites: RDNG-095 and ENGL-099

Semester Offered: Fall, Spring

Common Student Learning Outcomes

Upon successful completion of San Juan College programs and degrees, the student will demonstrate competency in...

BROAD AND SPECIALIZED LEARNING

Students will actively and independently acquire, apply, and adapt skills and knowledge with an awareness of global contexts.

CRITICAL THINKING

Students will think analytically and creatively to explore ideas, make connections, draw conclusions and solve problems.

CULTURAL AND CIVIC ENGAGEMENT

Students will act purposefully, reflectively, and ethically in diverse and complex environments.

EFFECTIVE COMMUNICATION

Students will exchange ideas and information with clarity in multiple contexts.

INFORMATION LITERACY

Students will be able to recognize when information is needed and have the ability to locate, evaluate, and use it effectively.

INTEGRATING TECHNOLOGIES

Students will demonstrate fluency in the application and use of technologies in multiple contexts.

Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or institutional learning outcomes. For more information, please refer to the Dean of the appropriate School.

Course Learning Outcomes

Upon successful completion of the course, the student will be able to...

GENERAL LEARNING OBJECTIVES

1. Describe the professional, ethical, and social responsibilities of marketers.
2. Explain the role of the product in the marketing mix, including the product life

- cycle, the relevance of product innovation, and product classifications.
3. Illustrate the role of promotion in the marketing mix, including the communication process and the promotional mix.
 4. Explain the role of price in the marketing mix, including pricing objectives, pricing policies, and pricing methods.
 5. Describe the operation of channels of distribution and supply chains, including functions of intermediaries and degrees of coverage.
 6. Define the concepts of target markets and market segmentation with respect to elements of the marketing mix.
 7. Explain the importance of market research and information systems in supporting marketing decision making.
 8. Describe the dynamic environment(s) in which marketing decisions must be made.
 9. Explain factors influencing purchase decisions in consumer and business marketing.
 10. Discuss branding strategies and marketing concepts used for the management of goods, services, and ideas.

SPECIFIC LEARNING OUTCOMES

Upon successful completion of the course, the student will be able to ...

1. Define the term marketing.
2. Explain how firms implement the marketing concept.
3. Define the social, ethical, economic and legal environments in which marketing operates.
4. Recognize the factors responsible for a shift to a service culture.
5. Understand and apply the principles of:
 - a. consumer behavior
 - b. marketing research
 - c. market segmentation
 - d. product planning
 - e. pricing
 - f. promotion
 - g. product distribution
6. Explain the marketing functions.
7. Create a marketing plan.
8. Discuss the importance of global marketing.
9. Identify the four major categories of business market customers.
10. Explain the major differences between business and consumer markets.
11. Discuss the unique aspects of business buying behavior.
12. Describe the characteristics of markets and market segments.
13. Explain how and why firms implement positioning strategies and how product differentiation plays a role.
14. Define marketing research and explained its importance to marketing decision-making.
15. Explain the concept of competitive intelligence.
16. Describe the steps involved in conducting a marketing research project.
17. Classify consumer products.
18. Discuss the differences between services and goods.
19. Describe marketing uses of branding, packaging and labeling.
20. Explain the steps and new product development process.
21. Explain the concept of product lifecycles.
22. Explain what a marketing channel is and why intermediaries are necessary.

23. Describe the channel structures for consumer and business products and discuss alternative channel arrangements.
24. Define supply chain management and discuss its benefits.
25. Explain the dimensions by which retailers can be classified.
26. Discuss the elements of the promotional mix and their role in the marketing mix.
27. Describe the communication process.
28. Identify the major types of advertising.
29. Discuss the effects of advertising on market share and consumers.
30. Describe media evaluation and selection techniques.
31. Discuss the role of public relations and publicity in the promotional mix.
32. Define and state the objectives of sales promotions.
33. Discuss the key differences between relationship selling and traditional selling.
34. Identify the steps in the selling process.
35. Identify the variety and use of pricing objectives.
36. Describe cost oriented pricing strategies.
37. Identify the legal and ethical constraints on pricing decisions