Department:

Business

Course Description:

This course provides a study of the importance of marketing techniques to the success of modern organizations. The course will focus on the four basic elements of marketing: product, price, promotion, and place. Topics include the marketing concept, marketing research, consumer behavior, the product life cycle, channels of distribution, physical distribution, advertising, personal selling, pricing objectives and strategies, and social responsibilities of marketers.

Course Competencies:

Upon completion of the course, the student should be able to:

1. Explain the concept of marketing
2. Identify several marketing strategies
3. Select and appraise the marketing mix elements
4. Distinguish among the types of competition
5. Apply macro environment concepts
6. Distinguish among the parts of the marketing information system
7. Recognize the four steps in the marketing research process
8. Define primary data
9. List in order the five steps in the buyer decision process
10. Identify the types of organizational markets
11. Define target market
12. Apply undifferentiated, differentiated, and concentrated marketing strategies
13. Apply segmentation strategies
14. Classify a product according to its use
15. Apply the product mix concept
16. Identify the stages of the product life cycle
17. Define product positioning
18. Identify the steps in new product development
19. Identify the steps in the buyer's product adoption process
20. Define brand
21. Identify the kinds of brand protection
22. Define channel of distribution
23. Classify channel members
24. Compare the promotional mix
25. Distinguish between a push or pull policy
26. Apply pricing objectives
27. Classify the factors that affect prices
28. Determine how demand analysis affects prices
29. Calculate break-even point
30. Identify pricing strategies

Course Content:

A. Initiating the Marketing Process
   1. Creating Relationships and Value Through Marketing
   2. Developing Successful Marketing and Corporate Strategies
   3. Scanning the Marketing Environment
   4. Ethical and Social Responsibility in Marketing
B. Understanding Buyers and Markets
   1. Understanding Consumer Behavior
   2. Understanding Organizations as Customers
   3. Understanding and Reaching Global Consumers and Markets
C. Targeting Research Opportunities
   1. Marketing Research: From Customer Insight to Actions
   2. Segmenting Markets and Positioning Offerings
D. Satisfying Marketing Opportunities
   1. Developing New Products and Services
   2. Managing Products, Services, and Brands
   3. Pricing Products and Services
   4. Managing Marketing Channels and Supply Chains
   5. Retailing and Wholesaling
   6. Integrated Marketing Communications and Direct Marketing
   7. Advertising, Sales Promotion, and Public Relations
   8. Personal Selling and Sales Management
   9. Implementing Interactive and Multichannel Marketing

Learning Assessment:

Assessment techniques may include, but are not limited to, group activities, written assignments, reflection papers, projects, class presentations, quizzes, and exams.

Instructional Materials:

ISBN: 978-0-07-338106-0

Guidelines for Requesting Accommodations Based on Documented Disability or Medical Condition

It is the intention of Highland Community College to work toward full compliance with the Americans with Disabilities Act, to make instructional programs accessible to all people, and to provide reasonable accommodations according to the law.
 Students should understand that it is their responsibility to self-identify their need(s) for accommodation and that they must provide current, comprehensive diagnosis of a specific disability or medical condition from a qualified professional in order to receive services. Documentation must include specific recommendations for accommodation(s). Documentation should be provided in a timely manner prior to or early in the semester so that the requested accommodation can be considered and, if warranted, arranged.

On-Campus Students: At enrollment, any on campus student may complete a form that will allow them to self-identify any disability.

Off-Campus Regional Students: Self-identify your disability and accommodation needs with the Regional Coordinator and/or instructor, preferably prior to the first class meeting.

Online Students: Self-identify your disability and accommodation needs by contacting the Disabilities Coordinator. Students must provide their own programs to allow accessibility on their home computer.

Any student may also identify their disability by completing an online form located on the HCC homepage under Students Services/Resources/Disabilities. Questions should be directed to the Disabilities Coordinator.