

## **Salem Community College Course Syllabus**

### **Section I**

**Course Title:** Principles Of Marketing

**Course Code:** BUS212

**Lecture Hours:** 3

**Lab Hours:** 0

**Credits:** 3

#### **Course Description:**

This course examines the business function of Marketing. Students will learn how marketers deliver value in satisfying customer needs and wants, determine which target markets the organization can best serve, and decide upon appropriate products, services, and programs to serve these markets. Topics include branding and product development, pricing strategies, marketing research, promotion, supply chain management and service marketing. Marketing institutions are studied in relation to the formulation and implementation of policies.

**Prerequisite:** ENG098, if required

**Co-requisite:** None

#### **Place in College Curriculum:**

The course is required in the AS/AAS Business Administration programs and Computer Graphic Arts program and can be used as an open elective in all other programs.

#### **Date of Last Revisions:**

10/2012

## Course Content Outline:

- I. Marketing's Value to the Consumer
  - A. Marketing Defined
  - B. The Role of Marketing in Economic Systems
  - C. The Evolution of Marketing
  - D. Marketing Concept
    - a. Defined
    - b. Value to the Customer
    - c. Non-Profit Organization Relevance
    - d. Social Responsibility Considerations
- II. Marketing Strategy
  - A. Marketing Management Role
  - B. Marketing Strategy Defined
  - C. Marketing Mixes for Target Markets
  - D. Marketing Plan
  - E. Marketing Program
  - F. Marketing Strategy Planning
- III. Evaluating Opportunities in the Changing Marketing Environment
  - A. The Marketing Environment
  - B. The Importance of Marketing Objectives
  - C. Analyzing Current Resources
  - D. Analyzing Competitors
  - E. The Economic Environment
  - F. The Technological Environment
  - G. The Political Environment
  - H. The Legal Environment
  - I. The Cultural and Social Environment
  - J. Demographic Studies
- IV. Focusing marketing Strategy with Segmentation and Positioning
  - A. Understanding the Market to Realize Opportunities
  - B. Naming Product Markets and Generic Market
  - C. Market Segmentation
  - D. Market Differentiation and Positioning
- V. Final Consumers and Their Buying Behavior
  - A. Economic Needs Impact Buying
  - B. Psychological Needs Impact Buying
  - C. Social Influences Affects Buying
  - D. Purchase Situation Affects Buying
  - E. The Consumer Decision Process
  - F. International Markets and Consumer Buying
- VI. Business and Organizational Customers and Their Buying Behavior
  - A. Differences Between Organizational and Consumer Buying
  - B. Buyer-Seller Relationships in Business Markets
    - a. Service Providers
    - b. Manufacturers

- c. Retailers
  - d. Wholesalers
  - e. Government
- VII. Improving Decisions with Marketing Information
  - A. The Value of Marketing Information
  - B. Marketing Information Systems
  - C. The Scientific Method
  - D. Marketing Research Process
    - a. Define the Problem
    - b. Analyze the Situation
    - c. Obtain Problem-Specific Data
    - d. Interpreting the Data
    - e. Solving the Problem
- VIII. Elements of Product Planning for Goods and Services
  - A. Product Building
  - B. Differences Between Goods and Services
  - C. Product Line Development
  - D. Branding
    - a. As a Strategy
    - b. Brand Familiarity
    - c. Brand Name Protection and Trademarks
  - E. Packaging
    - a. Social Responsibility
  - F. Warranty Policies
  - G. Product Classes
- IX. Product Management and New-Product Development
  - A. Creating Opportunities with Innovation
  - B. Creating Opportunities with Market Changes
  - C. Product Life-Cycle
  - D. Life-Cycle Planning
- X. Place and Development of Channel Systems
  - A. Place Marketing Strategy
  - B. Place Objectives
  - C. Direct and Indirect Channel Systems
  - D. Channel Specialists
  - E. Channel Relationships
  - F. Vertical Marketing
  - G. Market Exposure
  - H. International Market Considerations
- XI. Distribution Customer Service and Logistics
  - A. Physical Distribution Considerations
  - B. Logistics Needs Assessment
  - C. Storage Facilities
  - D. Distribution Centers
- XII. Promotion
  - A. Promotion to Target Markets

- B. Promotion Methods
- C. Promotion Blend
- A. Promotion Objectives
- B. The Need for Effective Communication
- C. Promotion Plan
- D. Promotion Life-Cycle
- XIII. Pricing Objectives and Policies
  - A. Pricing Strategy
  - B. Pricing Objectives
    - a. Profit-Oriented
    - b. Sales-Oriented
    - c. Status Quo
  - C. Pricing Policies
    - a. Discounts
    - b. Allowances
    - c. List Price
    - d. Legality Issues

### **Course Performance Objectives:**

#### **Course Performance Objective 1**

The student will understand why marketing is so crucial to the success of individual firms and nonprofit organizations and the impact that it has on the quality of life in different societies.

#### **Learning Objectives:**

The student will:

1. Define and discuss marketing and how it assists in satisfying consumer needs and wants.
2. Identify the differences between marketing and macro-marketing.
3. List the marketing functions and why marketing specialists develop intermediaries and collaborators to assist with the implementation of these functions.
4. Define what a market-driven economy is and how it adjusts the macro-marketing system.
5. Define what the marketing concept is and how it should guide a firm or non-profit organization's marketing activities.
6. Define what customer value is and why it is important to customer satisfaction.
7. Summarize how social responsibility and marketing ethics relate to the marketing concept.

#### **Course Performance Objective 2**

The student will understand the necessary framework for thinking about marketing strategy and how this effort will lead to better organizational decision making.

**Learning Objectives:**

The student will:

1. Define the role of the marketing manager.
2. Identify what marketing strategy planning is and why it is the focus of the study of marketing.
3. Define and discuss target marketing.
4. Define and discuss the four P's (Product, Price, Promotion, Place) in the marketing mix.
5. List the differences between a marketing strategy, marketing plan, and a marketing program.
6. Define what customer equity is and why marketing strategy planners seek to increase it.
7. Define why marketing strategy planning involves a process of narrowing down from broad opportunities to the most attractive marketing strategy.
8. List the four broad types of marketing opportunities that help in identifying new strategies.
9. Define why marketing strategies for opportunities in international markets should be considered by most organizations.

**Course Performance Objective 3**

The student will understand why marketing opportunities must fit with the firm's objectives and resources and how managers should screen for possible trends in the external environment to realize the best opportunities.

**Learning Objectives:**

The student will:

1. List the variables that shape the environment of marketing strategy planning.
2. Define why company objectives are important in guiding marketing strategy planning.
3. Illustrate how the resources of a firm affect the search for opportunities.
4. Define how the different kinds of competitive situations affect strategy planning.
5. Define how the economic and technological environment can affect strategy planning.
6. Define why the political and legal environment can affect strategy planning.
7. Discuss how the cultural and social environment and its demographics can impact strategy planning.
8. Evaluate marketing strategy opportunities through case studies.

**Course Performance Objective 4**

The student will understand how to determine the real needs of their consumers within their product's target market.

**Learning Objectives:**

The student will:

1. Define generic markets and product-markets.

2. Define what market segmentation is and how to segment product-markets into submarkets.
3. Identify and list the three approaches to market-oriented strategy planning.
4. Identify and discuss dimensions that may be useful for segmenting markets.
5. Summarize the positioning necessary in a target market and why this information would be useful.

### **Course Performance Objective 5**

The student will understand how successful marketing strategy planning requires a clear understanding of how target consumers buy and what factors affect their decisions.

#### **Learning Objectives:**

The student will:

1. Describe how economic needs and income influence the buyer decision process.
2. Illustrate how psychological variables affect and individuals buying behavior.
3. Summarize how social influences affect and individual's buying behavior.
4. Discuss how characteristics of the purchase situation influence consumer behavior.
5. Discuss the process by which consumers make buying decisions.

### **Course Performance Objective 6**

The student will understand the buying behavior of organizational customers can be very different from that of the average consumer and how marketing strategy planning will require a solid understanding how their organizational customers buy.

#### **Learning Objectives:**

The student will:

1. Describe who the business and organizational buyers are.
2. Illustrate why business and organizational purchase decisions often involve multiple influences.
3. Define and discuss the problem-solving behavior of organizational buyers and how they obtain the different types of market information regarding their products.
4. Discuss the different types of buyer-seller relationships and their benefits and limitations.
5. Describe the number and distribution of manufacturers and why they are an important customer group.
6. Describe how buying by service firms, retailers, wholesalers, and governments is similar to and at the same time different from buying by manufacturers.

### **Course Performance Objective 7**

The student will understand how successful marketing strategies require information about potential target markets and their likely responses to marketing mixes as well as information regarding competition and other marketing environment variables.

**Learning Objectives:**

The student will:

1. Discuss and summarize the need for an effective marketing information system.
2. Identify and discuss the scientific approach to marketing research.
3. List the methods for collecting secondary and primary data.
4. Discuss and summarize the role of observing, questioning, and using experimental methods in marketing research.

**Course Performance Objective 8**

The student will understand how development of a marketing mix can provide superior customer value for target customers and lead to a successful marketing strategy.

**Learning Objectives:**

The student will:

1. Define what Product really means.
2. Summarize the key differences between goods and services.
3. Discuss and summarize what branding entails and how it is useful in strategy planning.
4. Discuss and summarize the importance of packaging in strategy planning.
5. Discuss and summarize the role of warranties in strategy planning.
6. Illustrate the differences among various consumer and business product classes.
7. Define how product classes can help a marketing manager plan marketing strategies.

**Course Performance Objective 9**

The student will understand that the key to successful marketing strategies is the development of new products and managing them for profitable growth.

**Learning Objectives:**

The student will:

1. Summarize how product life-cycles affect strategy planning.
2. Illustrate what is involved in designing new products and what “new products” really mean.
3. Define the new-product development process.
4. Illustrate why product liability must be considered in screening new products.
5. Define and discuss the need for product or brand managers.
6. Define and discuss how total quality management can improve goods and services.

**Course Performance Objective 10**

The student will understand that marketing managers must make decisions about how they will make goods and services available to a target customer's Place when the customer wants them.

### **Learning Objectives:**

The student will:

1. Define and discuss what product classes suggest about place objectives.
2. Define and discuss why some firms use direct channel systems and others use intermediaries and indirect systems.
3. Define and discuss how and why marketing specialists develop to make channel systems more effective.
4. Define and discuss how to develop cooperative relationships and avoid conflict in channel systems.
5. Illustrate how channel members in vertical marketing systems shift and share functions to meet customer need.
6. List the differences between intensive, selective, and exclusive distribution.
7. List the main approaches firms use to reach customers in international markets.

### **Course Performance Objective 11**

The student will understand that choosing the right distribution channels is crucial in getting products to the target market's place.

### **Learning Objectives:**

The student will:

1. Define and discuss why logistics is such an important part of place and marketing strategy planning.
2. Define and discuss why the physical distribution customer service level is a key marketing strategy variable.
3. Define and discuss the physical distribution concept and why the coordination of storing, transporting, and related activities is so important.
4. Illustrate how firms mer-initiated interactive communication is can cooperate and share logistics activities that will provide added value to their customers.
5. List the advantages and disadvantages of various transportation methods.
6. Discuss and summarize the distribution center concept.

### **Course Performance Objective**

The student will understand how marketing managers will blend a variety of promotion methods to achieve promotion objectives because each method has its own strengths and limitations.

### **Learning Objectives:**

The student will:

1. List the advantages and disadvantages of the promotion methods a marketing manager can use in strategy planning.

2. Define the integrated marketing communications concept and why firms use a blend of different promotion methods to achieve their marketing goals.
3. Define the importance of establishing promotion objectives.
4. Identify how the communication process affects promotion planning.
5. Define how direct-response promotion is helping marketers develop more targeted promotion blends.
6. Define how customer-initiated interaction is a unique strategy that can be used for establishing a competitive advantage.
7. Illustrate how typical promotion plans are blended to get an extra push from wholesalers and retailers and help from customers in pulling products through the distribution channel.
8. Define and discuss how promotion blends typically vary over the adoption curve and product life-cycle.
9. Estimate how much to spend on promotion efforts through case study analysis.

### **Course Performance Objective 12**

The student will understand how price interacts with the other marketing mix variables to influence customer buying behavior.

#### **Learning Objectives:**

The student will:

1. Define and discuss how pricing objectives should guide strategy planning for all pricing decisions.
2. Define and discuss choices marketing managers must make about price flexibility.
3. Define and discuss what marketing managers should consider when setting the price level for a product in the early stages of the product life-cycle.
4. Define and discuss the value pricing concept and its role in obtaining a competitive advantage and offering target customers superior value.
5. Define and discuss the legality of price level and price flexibility policy.

#### **General Education Requirements:**

The general education goals covered in BUS212 are communication, critical thinking & problem solving, ethical dimension, information literacy, and diversity and global perspective.

#### **Outcomes Assessment:**

A college-wide outcomes assessment program has been put into place to enhance the quality and effectiveness of the curriculum and programs at Salem Community College. As part of this assessment program, the learning outcomes for this course will be assessed. Assessment methods may include tests, quizzes, papers, reports, projects and other instruments. Copies of all outcomes assessments are available in an electronic assessment bank maintained by the Institutional Research and Planning Office.

**ADA Statement:**

If you have a 504 Accommodation Plan, please discuss it with your instructor. If you have any disability but have not documented it with the Disability Support coordinator at Salem Community college, you must do so to be eligible for accommodations. To contact the Disability Support Coordinator, call 856-351-2773, or email [disabilitysupport@salemcc.edu](mailto:disabilitysupport@salemcc.edu) to set up an appointment. To find out more information about disability support services at Salem Community College, visit [www.salemcc.edu/students/student-success-programs/disability-support](http://www.salemcc.edu/students/student-success-programs/disability-support).

**Course Activities:**

The course will consist of lecture, discussion, research as needed to produce written assignments, the viewing of a variety of videos, and group case evaluations.

**Course Requirements and Means of Evaluation:**

Please refer to the instructor's syllabus addendum (to be distributed in class) for specific information regarding the course requirements and means of evaluation.

**Academic Honesty Policy:**

Students found to have committed an act of academic dishonesty may be subject to failure of this course, academic probation, and / or suspension from the college. See the Student Handbook for additional details.

**Attendance Policy: R**

Regular and prompt attendance in all classes is expected of students. Students absent from class for any reason are responsible for making up any missed work. Faculty members establish an attendance policy for each course and it is the student's responsibility to honor and comply with that policy.

**Materials / Supplies:**

For textbook information, please see the [Salem Community College Bookstore Website](#).

**Additional Costs:**

*None*