

# BUS 0280 - INTRODUCTION TO MARKETING

## Catalog Description

Formerly known as BUS 120

Hours: 54 lecture

Description: Explore the fundamental concepts, relationships, and structure necessary for an overall understanding of the field of marketing. Includes marketing research, identifying and selecting target markets, understanding consumer behavior, and making product, pricing, distribution, and promotion decisions. (CSU)

## Course Student Learning Outcomes

- CSLO #1: Evaluate the demographics, geographics, consumer behavior and psychographics of consumer markets.
- CSLO #2: Design and create marketing research.
- CSLO #3: Develop and present a marketing plan.

## Effective Term

Fall 2020

## Course Type

Credit - Degree-applicable

## Contact Hours

54

## Outside of Class Hours

108

## Total Student Learning Hours

162

## Course Objectives

Through written and/or oral activities the student will:

1. Compare and contrast the difference between the marketing concept and the selling concept;
2. Create a written marketing plan by preparing and analyzing probing questions for each of the four elements of the marketing mix (product, price, place, and promotion).
3. Create a written marketing research plan for a business to identify the target market(s), and explain how that business effectively communicates with those consumers.
4. Evaluate a firm's and/or industry's marketing effectiveness through a written paper and oral presentation.
5. Explain the importance of relationship marketing and customer satisfaction, and present a plan that demonstrates how these concepts should be practiced.
6. Compare and contrast how a marketing plan should change as a product continues through the product life cycle. This marketing plan must show different product, pricing, distribution, and promotional strategies for each of the four stages of the product life cycle.

7. Create a complete marketing plan for a product that demonstrates the importance of integrated marketing communication. Present the plan as a written report and an oral presentation.

## General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

## Articulation Information

- CSU Transferable

## Methods of Evaluation

- Essay Examinations
  - Example: Define the marketing concept. Describe the difference between the selling concept and the marketing concept. Demonstrate how a firm can be more profitable using the marketing concept rather than the selling concept. (Hint: Profit=Sales-Expenses). Students are evaluated on their ability to clearly explain the marketing concept and provide examples that demonstrate how the concept would be applied in the business world.
- Projects
  - Example: Students work on a group project to invent a "new product" and write and present a complete marketing plan for that product. Communication skills and marketing plan development will be evaluated for both the written marketing plan and the presentation to the class. Rubric grading.
- Skill Demonstrations
  - Example: (Paper and Presentation): Investigate and analyze a relevant course topic such as target market. Write a 2 page paper and give a 5 minute presentation that summarizes the marketing situation and evaluates the firm's and/or industry's marketing effectiveness. Students go to the Writing Center to get their paper corrected. Spelling and proper sentence structure count as part of the paper evaluation. Organization, body language, expressiveness and the use of visual aids are part of the presentation evaluation. Rubric grading.

## Repeatable

No

## Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. Class is part lecture and part interactive dialog with the students. Probing questions are asked and answered, by both the instructor and the students, to encourage critical thinking. Emphasis is placed on how the concepts apply to the "real world". (Objective 2) After reading the textbook (written by Professor Read) explanation and an interactive class discussion of the importance of target market, professor discusses several examples of how to determine and approach the concept of target marketing. These examples are shown in PowerPoint and in several videos that have been produced by Professor Read. Students then get into groups to collectively come

up with some examples of firms and how they should define and market to their target market (meaning anyone can buy my product but I will spend my time and money on a more specific targeted group of consumers). Students then present their analysis and specific marketing ideas to the class. (Objective 4)

#### Distance Learning

1. After reading the textbook on the concept of target marketing, reviewing the PowerPoint and several videos produced by Professor Read ("Target Market" and "Luigi: Who Wants a Slice") all located in LMS, students interact with each other in a Discussion Question in Canvas about the importance of knowing who your target market is and how to market to them. After a good interactive dialog and exchange of ideas, each student then completes a homework assignment that demonstrates they understand the importance of target market by explaining 3 different firms/products and their specific marketing ideas to address this topic. (Objective 5)

## Typical Out of Class Assignments

### Reading Assignments

1. Read the chapter on the marketing concept and the selling concept and be prepared to discuss how using the marketing concept can help a firm become more profitable.
2. Read the chapter on target markets and be prepared to discuss why it is so important for an organization to identify and serve their specific target market.

### Writing, Problem Solving or Performance

1. Investigate and analyze a relevant course topic. Write a short paper that summarizes the marketing situation and evaluates the firm's and/or industry's marketing effectiveness.
2. Exam question: Define the marketing concept. Describe the difference between the selling concept and the marketing concept. Demonstrate how a firm can be more profitable using the marketing concept rather than the selling concept. (Hint: Profit = Sales - Expenses)

### Other (Term projects, research papers, portfolios, etc.)

1. Students will work in groups of four; "invent" a product and complete a Marketing Plan for that product. The group's Marketing Plan will be 12-14 pages long and presented to the class in a 20-30 minute oral presentation.

### Required Materials

- Principles of Marketing
  - Author: Kotler and Armstrong
  - Publisher: Prentice Hall
  - Publication Date: 2018
  - Text Edition: 17th
  - Classic Textbook?: No
  - OER Link:
  - OER:

### Other materials and-or supplies required of students that contribute to the cost of the course.