

SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Business Program
Revision Date: 08-19-24

I. CATALOG DESCRIPTION

Course Number: BSAD2520
Course Title: Principles of Marketing
Prerequisite(s): None

Catalog Description: A study of the development of an effective marketing program including consumer behavior, product, pricing, distribution, and promotional strategies.

Credit Hours: 3.0
Class Hours: 45
Lab Hours: 0
Total Contact Hours: 45

II. COURSE OBJECTIVES: *Course will teach students to*

- A. Examine and illustrate the marketing concept
- B. Identify the elements of an effective marketing plan
- C. Analyze the environment in which firms operate to develop effective marketing strategies and decisions
- D. Review market research and analytics
- E. Analyze consumer and organizational buying behavior
- F. Identify market segments, target markets and positioning
- G. Evaluate product and service strategies
- H. Evaluate distribution strategies
- I. Evaluate pricing strategies and tactics
- J. Evaluate promotional and communication strategies

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

- A. Student Learning Outcomes: *Students will be able to*
 - 1. Summarize the components of a marketing plan
 - 2. Analyze the strategies of market segmentation, target markets and positioning
 - 3. Discuss the elements and the factors of the marketing environments
 - 4. Compare and contrast consumer and organizational buying behavior
 - 5. Review market research and analytics
 - 6. Describe the elements of the marketing mix
- B. General Education Learning Outcomes (GELOs)
 - 1. GELO 2: Written Communication
 - Outcome 3: Identify and evaluate evidence from a variety of printed, visual, and electronic sources.

IV. CONTENT/TOPICAL OUTLINE

- A. Marketing and its Environment
- B. Market Research
- C. Consumer Behavior and the Target Market
- D. Product Strategies
- E. Distribution Strategies
- F. Promotion and Communication Strategies
- G. Pricing Strategies

V. INSTRUCTIONAL MATERIALS

- A.** Required text(s):
 - 1. Pride and Ferrell. *Foundations of Marketing*, Current Edition. Cengage
 - 2. Boone, Louis E., and David L. Kurtz. *Contemporary Marketing*, Current Edition. Cengage
 - 3. Grewal and Levy, *Marketing*, Current Edition. McGraw Hill
 - 4. *Modern Marketing Principles with Mimic Marketing Principles Simulations*, Wilson and Rackley, Stukent.
 - 5. Iacobucci, Daw. *Marketing Management*, Current Edition, Cengage
 - 6. *Marketing*. OpenStax.

VI. METHODS OF PRESENTATION/INSTRUCTION

- A.** Explanation and/or Lecture
- B.** Presentation
- C.** Student Reports
- D.** Role Play
- E.** Guest Speaker
- F.** Small Group Activities
- G.** Discussion
- H.** Debates
- I.** Field Trips
- J.** Internet Activities

VII. METHODS OF EVALUATION

- A.** Course grades, at the determination of the instructor, will be based on class and group participation, daily work, exams, presentations, projects, papers, and/or a portfolio.
- B.** Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term.
- C.** SCC STANDARD GRADING SCALE POLICY:

A+	95-100	C+	75-79
A	90-94	C	70-74
B+	85-89	D+	65-69
B	80-84	D	60-64
		F	Below 60

VIII. SPECIFIC COURSE REQUIREMENTS

- A.** Course Prerequisite: None
- B.** Other Requirements: This will be determined by the instructor and college