

Date Adopted: \_\_\_\_\_

Date Reviewed: Aug 2015

Date Revised: Aug 2015

## **BUS 285 – Principles of Marketing**

### **I. BUS 285 – Principles of Marketing– 3 Semester Hours**

#### **II. Course Description**

This course provides a general overview of the field of marketing. Topics include marketing strategies, channels of distribution and marketing research, and consumer behavior.

#### **III. Prerequisite**

None

#### **IV. Textbook**

Textbook: Contemporary Marketing, 16<sup>th</sup> Edition

Publisher: Southwestern

Authors: Boone & Kurtz

#### **V. Course Objectives**

These should be the contributions of this course to the major learning outcomes of the program.

The student will:

1. gain an understanding of the marketing system and understand the significance of marketing in the American capitalistic system.
2. gain an understanding of the concept of marketing segmentation and the behavioral dimensions of the consumer market.
3. gain an understanding of the techniques used in the developing of a marketing mix.
4. gain an understanding of the relationship of government and the importance of this relationship in the overall marketing system.

#### **VI. Course Outline of Topics**

1. The student will gain an understanding of the marketing system and understand the significance of marketing in the American capitalistic system.

The student will:

- a) develop a vocabulary relative to the field of marketing.
  - b) recognize the role of marketing in society and within the business firm.
  - c) examine marketing mixes along with strategies and tactics and gain an understanding of how to plan and implement these marketing strategies.
  - d) gain an understanding of the controllable and uncontrollable environments affecting marketing management.
  - e) understand the demographic dimensions of the United States consumer market and be able to explain the use of marketing demographics and their relationship to the consumer market.
  - f) gain an understanding of the concept of marketing planning and information gathering. This understanding will include the concepts of strategic and tactical planning, strategic windows, alternative marketing strategies, research design, data collection and techniques.
2. The student will gain an understanding of the concept of marketing segmentation and the behavioral dimensions of the consumer market.

The student will:

- a) explain the role of market segmentation.
- b) define and explain the use of geographic segmentation, demographic segmentation, psychographic segmentation and benefit segmentation.

- c) classify the behavioral influences, both personal and interpersonal types, on the consumer decision process.
  - d) explain the concept of post purchase cognitive dissonance.
3. The student will gain an understanding of the techniques used in the developing of a marketing mix.
- The student will:
- a) be able to explain the concept of the product life cycle and apply it to the customer adoption process.
  - b) be able to apply the consumer goods classification system to appropriate product/service strategy.
  - c) be able to explain the elements of product/service strategy including the importance of product lines, new product development, product identification and packaging.
  - d) explain the concept of channel strategy and relate such to the functions of various channel members
  - e) recognize the importance of the physical distribution function as it pertains to customer service, transportation, warehouse operations, inventory control and material handling systems.
  - f) identify promotional methods and policies as they relate to marketing in general.
  - g) explain the procedures and methods used in setting price, with emphasis on the importance of price in the marketing mix, pricing objectives, pricing strategies and pricing policies.
4. The student will gain an understanding of the relationship of government and the importance of this relationship in the overall marketing system.
5. The student will summarize legislation that has been enacted by the Federal Government and its various agencies that regulate and, to a degree, control the overall marketing function.

## **VII. Evaluation and Assessment**

Evaluation and assessment will be determined by the instructor and specified on the instructor's class syllabus. Grades will be based upon following scale: A = 90 – 100%, B = 80 – 89%, C = 70 – 79%, D = 60 – 69%, and F = below 60%.

## **VIII. Attendance**

Students are expected to attend all classes for which they are registered. Students who are unable to attend class regularly, regardless of the reason or circumstance, should withdraw from that class before poor attendance interferes with the student's ability to achieve the objectives required in the course. Withdrawal from class can affect eligibility for federal financial aid.

## **IX. Statement on Discrimination/Harassment**

The College and the Alabama State Board of Education are committed to providing both employment and educational environments free of harassment or discrimination related to an individual's race, color, gender, religion, national origin, age, or disability. Such harassment is a violation of State Board of Education policy. Any practice or behavior that constitutes harassment or discrimination will not be tolerated.

## **X. Americans with Disabilities**

The Rehabilitation Act of 1973 (Section 504) and the Americans with Disabilities Act of 1990 state that qualified students with disabilities who meet the essential functions and academic requirements are entitled to reasonable accommodations. It is the student's responsibility to provide appropriate disability documentation to the College. The ADA Accommodations Office is in FSC 305 (205-856-7731).