11/28/2022 DATE

☑ REQUIRED COURSE

☑ ELECTIVE COURSE

Business DIVISION

☐ NEW COURSE

☑ REVISION

Lake Land College

Course Information Form

COURSE NUMBER:	BUS-247			**TITLE:** *(30 Characters Max)*			Principles of Marketing						
SEM CR HRS:	3	**Lecture:**		3		**Lab:**	0					**ECH:**	3
Course Level:	☐ Gen Ed / IAI ☑ Baccalaureate /Non-IAI	☐ Career/Technical ☐ Dev Ed/ Not in Degree Audit		**Clinical Practicum:**	0	**Work-based Learning**	0	**WBL ECH:**	0				
COURSE PCS #	11 - 52. 1401			**IAI Code**						**Contact Hours (Minutes Per Week)**			
Repeatable (Y/N):	Y	**Pass/Fail (Y/N):**	N	**Variable Credit (Y/N):**	N	**Min:**		**Max:**		**16 Wks**	150	**Work-based**	
Prerequisites:													
Catalog Description: (40 Word Limit)	Covers the selection of target markets; the controllable variables of the marketing mix including product, place, price and promotion; and the uncontrollable variables including legal environment, economic environment, resources and objectives, cultural environment and the existing business structure.												

	List the Major Course Segments (Units)	Contact Lecture Hours	Contact Lab Hours	Clinical Practicum	Work-based Learning
1	Nature of Marketing	2			
2	Marketing Management: Strategy & Ethical Behavior	2			
3	Environmental Forces	2			
4	International Marketing	2			
5	Information Technology and Marketing Research	2			
6	Consumer Behavior	3			
7	Business Markets and Organizational Buying	2			
8	Market Segmentation, Targeting and Positioning Strategies	3			
9	Product Concepts	3			
10	Strategies for New Products and the Product Life cycle	3			
11	The Nature of the Supply Chain and Distribution	3			
12	Retailing, Direct Marketing, and Wholesaling	3			
13	Promotional Planning for Competitive Advantage	3			
14	Advertising and Public Relations	4			
15	Personal Selling, Sales Management, and Sales Promotion	3			
16	Introduction to Pricing Concepts	2			
17	Pricing Strategies and Tactics	3			
	TOTAL	45	0	0	0

EVALUATION							
QUIZZES	☑	**EXAMS**	☑	**ORAL PRES**	☐	**PAPERS**	☑
LAB WORK	☐	**PROJECTS**	☐	**COMP FINAL**	☐	**OTHER**	☐

COURSE MATERIALS		
TITLE:	Marketing: The Core	
AUTHOR:	Kerin and Hartley	
PUBLISHER:	McGraw-Hill	
VOLUME/EDITION/URL:	9th Edition	
COPYRIGHT DATE:	2022	

MAJOR COURSE SEGMENT	HOURS	LEARNING OUTCOMES
		The student will be able to:
Nature of Marketing	2	1. Define marketing and discuss marketing in its broadened sense. 2. Identify the elements of the marketing mix.

Marketing Management: Strategy & Ethical Behavior	2	1. Discuss the role of marketing planning at the corporate level, at the strategic business unit level, and at the operational level of management. 2. Understand the concept of the organizational mission. 3. Understand the nature of a competitive advantage. 4. Describe marketing objectives and marketing plans. 5. Discuss the concept of positioning. 6. Understand the nature of marketing ethics and socially responsible behavior.
Environmental Forces	2	1. Understand that social values and beliefs are important cultural forces. 2. Explain how demographic trends, such as changes that have occurred in the American family, influence marketers. 3. Understand that technology, especially digital technology and the Internet, are having a significant impact on marketing and society. 4. Explain the various ways in which economic conditions influence marketers.
International Marketing	2	1. Understand the importance of global competition in today's economy. 2. Explain the importance of understanding global cultures. 3. Understand the different levels of management involvement and ownership in international marketing.
Information Technology and Marketing Research	2	1. Explain why information is essential to effective marketing decision making. 2. Explain the contribution of marketing research to effective decision making. 3. Describe the stages in the marketing research process.
Consumer Behavior	3	1. Understand the basic model of consumer behavior. 2. Describe the consumer decision-making process and understand factors, such as consumer involvement, that influence it.
Business Markets and Organizational Buying	2	1. Identify and characterize the types of organizations that make up the business, or organizational, market. 2. Know the steps involved in an organizational buying decision. 3. Characterize the three basic organizational buying situations: the straight rebuy, the modified rebuy, and the new task purchase.
Market Segmentation, Targeting and Positioning Strategies	3	1. Define the term market. 2. Explain the concept of market segmentation. 3. Relate the identification of meaningful target markets to the development of effective marketing mixes.
Product Concepts	3	1. Define product and explain why the concept of the total product is important for effective marketing. 2. Differentiate among convenience products, shopping products, and specialty products. 3. Categorize organizational products. 4. Understand brand-related terminology, including brand, brand name, brand mark, trademark, manufacturer brand, distributor brand, and family brand.

Strategies for New Products and the Product Life cycle	3	1. Define product newness and the product life cycle; explain the chances of success and failure for new products. 2. Identify general characteristics of successful new products. 3. Characterize the stages of new product development.
The Nature of the Supply Chain and Distribution	3	1. Explain the general purpose of distribution and logistics in the marketing system. 2. Evaluate the role of the supply chain and physical distribution in the marketing mix.
Retailing, Direct Marketing, and Wholesaling	3	1. Describe the function of retailing and wholesaling in the distribution system. 2. Categorize the various types of retailers by ownership and prominent strategy. 3. Understand the key elements of retailers' marketing strategies. 4. Explain the impact of the Internet on retailing.
Promotional Planning for Competitive Advantage	3	1. Discuss the three basic purposes of promotion. 2. Define the four major elements of promotion. 3. Describe the basic model for all communication processes, including promotion.
Advertising and Public Relations	4	1. Understand the purpose of product advertising, direct-action advertising, and institutional advertising. 2. Discuss the stages in the development of an advertisement. 3. Compare the advantages and disadvantages of various advertising media. 4. Describe the nature of public relations and explain how publicity should be managed.
Personal Selling, Sales Management, and Sales Promotion	3	1. Describe the role of personal selling and relationship management in the marketing process. 2. Identify marketing situations in which personal selling would be the most effective means of reaching and influencing target buyers. 3. Identify the purpose of sales promotion and explain how the major sales promotion tools work.
Introduction to Pricing Concepts	2	1. Define price and its role in marketing strategy. 2. Outline the fundamentals of pricing strategy.
Pricing Strategies and Tactics	3	1. Identify the various pricing strategies. 2. Discuss the nature of differential pricing strategies. 3. Describe skimming and penetration pricing.
	45	

COURSE OUTCOMES*	At the successful completion of this course, students will be able to:
• Identify the four elements of the marketing mix.	
• Describe what is meant by a firm's target market.	
• Identify the elements of the product lifecycle.	
• Understand the components of the promotional mix.	

** Course Outcomes will be used in the Assessment Software for Outcomes Assessment. Limit to 3 - 5.*