



Course Name: Principles of Marketing

Course Number: BMK* 201

Credits: 3

Catalog description: A study of the scope and significance of marketing in contemporary American business with emphasis on marketing consumer goods and development of the essential elements of the marketing mix (product, price, distribution, and promotion).

Prerequisite, Corequisite, or Parallel: ENG*092 or Permission of the Instructor

General Education Competencies Satisfied:

HCC General Education Requirement Designated Competency Attribute Code(s):

None

Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:

None

Embedded Competency(ies):

None

Discipline-Specific Attribute Code(s):

BUS Business elective

Course objectives:

General Education Goals and Outcomes:

None

Course Specific Objectives:

1. Contrast the concepts and principles of current and past philosophies in marketing
2. Describe the strategic marketing planning process and its components
3. Describe the marketing research process and its components
4. Differentiate consumer behavior principles practices
5. Contrast the business buying processes with consumer behavior
6. Explain the market segmentation process, its elements, and techniques
7. Describe the new product development process and its components
8. Explicate pricing strategies and techniques for products and services
9. Explain the elements and strategies of channels of distributions



10. Identify and compare the elements of the promotion mix along with promotional strategies and techniques

Course Content:

UNDERSTANDING MARKETING AND THE MARKETING PROCESS

- A. Marketing in a Changing World: Creating Customer Value and Satisfaction
- B. Strategic Planning and the Marketing Process

ANALYZING MARKETING OPPORTUNITIES

- A. Marketing Research and Information Systems
- B. Consumer Markets: Consumer Buying Behavior
- C. Business Markets and Business Buyer Behavior

SELECTING A TARGET MARKET

- A. Measuring and Forecasting Demand
- B. Market Segmentation, Targeting, and Positioning

DEVELOPING THE MARKETING MIX

- A. Designing Products: Products, Brands, Packaging and Services
- B. Designing New Products: New Products Development and Product Life Cycle
- C. Strategies
- D. Pricing Products: Pricing Considerations
- E. Pricing Products: Pricing Strategies
- F. Placing Products: Distribution Channels
- G. Retailing and Wholesaling
- H. Promotion Products: Communication and Promotion Strategy
- I. Advertising, Sales Promotion, and Public Relations
- J. Personal Selling and Sales Management

MANAGING THE MARKETING EFFORT

- A. Building Customer Relationships
- B. Creating Competitive Advantage

EXTENDING MARKETING

- A. The Global Marketplace
- B. Marketing Services
- C. Marketing and Society: Social Responsibility and Marketing Ethics

Date Course Created:

Date of Last Revision: 04/01/2017