1. Catalog Description and Credit Hours of Course:

   A managerial approach to marketing focusing on matching organizational goals with customers needs in an ethical and socially responsible manner. (3 credit hours)

II. Prerequisites: Completion of 45 hours.

III. Purposes or Objectives of the Course:

   A. Provide the basis for understanding that marketing is a central part of all profit and nonprofit organizations in a free enterprise society.

   B. Promote the development of managerial competence in marketing so that students may more intelligently serve as members of profit and nonprofit organizations.

IV. Student Learning Outcomes:

   Upon completion of this course the students will be able to:

   A. identify and explain the 4 P’s of Marketing and how they interact.

   B. identify marketing’s central role in all profit and nonprofit organizations in a free enterprise society.

   C. identify appropriate strategies, tactics, and tools used by marketing professionals.

V. Expectations of Students:

   A. Normal expectations, including two hours of time spent outside of class for each one hour in class.

   B. Completion of assigned activities.

VI. Course Content or Outline

   A. The World of Marketing
      1. Welcome to a Branded World
      2. The Value of Marketing
      3. When Did Marketing Begin? The Evolution of a Concept
      4. What Can Be Marketed
      5. The Marketing of Value
      6. Marketing as a Process

   B. Strategic Marketing Planning: Capturing the Big Picture
      1. Business Planning: Composing the Big Picture
      2. The Three Levels of Business Planning
      3. Strategic Planning: Framing the Picture
      4. Marketing Planning: Selecting the Camera Setting
      5. Creating and Working with a Marketing Plan: Snapping the Picture

Class Periods

3

2
C. Thriving in the Marketing Environment: The World is Flat
   1. Welcome to the New Era of Marketing
   2. Doing Good: Ethical Behavior in the Marketplace
   3. Doing it Right: Promoting Social Responsibility
   4. Playing on an International Stage: The Complicated World of Global Marketing
   5. The Global Marketing Environment
   6. Is the World Flat or Not? How “Global” Should a Global Marketing Strategy Be?
   7. Product-Level Decisions: Choosing a Marketing Mix Strategy

D. Marketing Research: Gathering, Analyzing, and Using Information
   1. Knowledge is Power
   2. Searching for Gold: Date Mining
   3. Steps in the Marketing Research Process

E. Consumer Behavior: How and Why People Buy
   1. Decisions, Decisions
   2. Steps in the Consumer Decision-Making Process
   3. Internal Influences on Consumers’ Decisions
   4. Situational Influences on Consumers’ Decisions
   5. Social Influences on Consumers’ Decisions
   6. Consumer-to-Consumer E-Commerce

   1. Business Markets: Buying and Selling When Stakes are High
   2. Characteristics That Make a Difference in Business Markets
   3. Business-to-Business Demands
   4. Types of Business-to-Business Markets
   5. The Nature of Business Buying

G. Sharpening the Focus: Target Marketing Strategies and Customer Relationship Management
   1. Target Marketing Strategy: Selecting and Entering a Market
   2. Customer Relationship Management: Toward a Segment of One

H. Creating The Product
   1. Build a Better Mousetrap: The Value Proposition
   2. Layers of the Product Concept
   3. Classifying Products
   4. “New and Improved!”: The Process of Innovation
   5. Developing New Products
   6. Adoptions and Diffusion of New Products

I. Managing the Product
   1. Product Planning: Taking the Next Step
   2. Using Product Objectives to Decide on a Product Strategy
   3. Marketing Throughout the Product Life Cycle
   6. Organizing for Effective Product Management

J. Services and Other Intangibles: Marketing the Product That Isn’t There
   1. Marketing What Isn’t There
   2. Providing Quality Service
   3. The Future of Services
   4. Marketing People, Places, and Ideas
K. Pricing The Product
   1. “Yes, But What Does it Cost?”
   2. Pricing and Electronic Commerce
   3. Psychological Issues in Pricing
   4. Legal and Ethical Considerations in Pricing

L. Catching the Buzz: Promotional Strategy and Integrated Marketing Communication
   1. Tailoring Marketing Communication to Customers
   2. The communication Model
   3. Marketing communication Strategy and The Promotion Mix
   4. Integrated Marketing communication
   5. Developing the IMC Plan

M. Advertising, Sales Promotion, And Public Relations
   1. Advertising: The Image of Marketing
   2. Developing the Advertising Campaign
   3. Sales Promotion
   4. Public Relations

N. Personal Selling, Sales Management, And Direct Marketing
   1. Advertising is Not the Only Game in Town!
   2. Personal Selling
   3. Sales Management
   4. Direct Marketing

O. Delivering Value Through Supply Chain Management: Channels of Distribution and Logistics
   1. Place: The Final Frontier
   2. The Value Chain
   3. Links in the Supply Chain
   4. The Importance of Distribution: You Can’t Sell What Isn’t There!
   5. Channel Composition: Types of Wholesaling Intermediaries
   6. Types of Distribution Channels
   7. Planning A channel Strategy
   8. Distribution Channels and The Marketing Mix
   9. Logistics: Implementing the Supply Chain

P. Retailing: Bricks and Clicks
   1. Retailing: Special Delivery
   2. Retailing: A mixed (Shopping) Bag
   3. From Mom-and-Pop to Super Wal-Mart: Classifying Retail Stores
   4. Nonstore Retailing
   5. B2C E-Commerce
   6. Developing a Store Positioning Strategy: Retailing as Theater

VII. Textbook and/or Other Required Materials or Equipment:


   B. Copies of the study guide are available for purchase at Southeast Bookstore.

   C. Access to Internet for assigned activities
VIII. Basis for Student Evaluations:

A. Class Work
   1. Announced and unannounced quizzes
   2. Assigned cases, computer problems, and exercises
   3. Overall contribution to the class

B. Performance on periodic exams.

C. Performance on comprehensive final exam.