Course Description

Introduction to the functions of marketing, building on the influence of social, economic, ethical, legal, and technological forces on marketing activities, and marketing in a socially responsible way around the globe. Features real-world examples that show concepts in action and how marketers address today's marketing challenges.

Prerequisites

None

Course Textbook


Course Learning Objectives

Upon completion of this course, students should be able to:

1. Define the marketing process and how market factors and consumers impact marketing.
2. Describe the marketing mix, and differentiate between the concepts of a marketing plan, marketing strategy, and process.
3. Describe how social forces, culture, technology, competition, and economic forces impact marketing.
4. Differentiate between ethical and legal behavior in marketing and describe how it impacts social responsibility.
5. Describe the stages of the purchase decision-making process, and examine how psychology and sociocultural influences impact consumers.
6. Describe market segmentation, and analyze approaches to positioning a new product in the market.
7. Differentiate between the concepts of product line, product mix, goods, and services, and classify business goods into categories.
8. Explore the factors influencing a successful branding strategy, and compare pricing strategies while performing calculations related to determining pricing for a product.
9. Examine marketing channels and retailing and the significance of supply chain and logistics management in marketing.
10. Examine the promotional mix and the communication process in marketing, and compare and contrast a variety of advertising and direct marketing strategies.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure

1. Unit Learning Objectives: Each unit contains learning objectives that specify the measurable skills and knowledge students should gain upon completion of the unit.
2. **Written Lectures**: Each unit contains a Written Lecture, which discusses lesson material.

3. **Pre-Test (non-graded)**: Please take a few minutes and complete the Pre-test in Unit I *before* you begin to study and read any of the material in this course. This brief Pre-test is to help you determine what you actually know about marketing. The Pre-test has no weight and it will not help nor hurt your grade.

4. **Reading Assignments**: Each unit contains Reading Assignments from one or more chapters from the textbook. Supplemental Readings are provided in Units I-VIII to aid the students in their course of study.

5. **Key Terms**: Key Terms are intended to guide students in their course of study. Students should pay particular attention to Key Terms as they represent important concepts within the unit material and reading.

6. **Discussion Boards**: Discussion Boards are a part of all CSU term courses. Information and specifications regarding these assignments are provided in the Academic Policies listed in the Course Menu bar.

7. **Unit Assessments**: This course contains eight Unit Assessments, one to be completed at the end of each unit.

8. **Ask the Professor**: is a communication forum that provides the student an opportunity to ask course content or general questions to your professor.

9. **Student Break Room**: This communication forum allows for casual conversation with your classmates.

---

**Communication Forums**

These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.

**Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.**

**Ask the Professor**

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.

Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.

Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.

**Student Break Room**

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.

**Grading**

- Discussion Boards (8 @ 2%) = 16%
- Unit Assessments (8 @ 10.5%) = 84%
- Total = 100%

**Course Schedule/Checklist (PLEASE PRINT)**

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
By following this schedule, you will be assured that you will complete the course within the time allotted. Please keep this schedule for reference as you progress through your course.

### Unit I
#### The Value of Marketing

**Review:**
- Unit Study Guide

**Read:**
- Chapter 1: Marketing’s Value to Consumers, Firms, and Society
- Chapter 2: Marketing Strategy Planning

**Supplemental Reading:**
- Exhibit 1 and 2 Presentations

**Discuss:**
- **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)

**Submit:**
- **Assessment** by Tuesday, Midnight (Central Time)

### Notes/Goals:

### Unit II
#### Defining Opportunities and Markets

**Review:**
- Unit Study Guide

**Read:**
- Chapter 3: Evaluating Opportunities in the Changing Marketing Environment
- Chapter 4: Focusing Marketing Strategy with Segmentation and Positioning

**Supplemental Reading:**
- Exhibit 3 and 4 Presentations

**Discuss:**
- **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- **Assessment** by Tuesday, Midnight (Central Time)

### Notes/Goals:

### Unit III
#### Consumers and Business Customers

**Review:**
- Unit Study Guide

**Read:**
- Chapter 5: Final Consumers and Their Buying Behavior
- Chapter 6: Business and Organizational Customers and their Buying Behavior

**Supplemental Reading:**
- Exhibit 5 and 6 Presentations

**Discuss:**
- **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- **Assessment** by Tuesday, Midnight (Central Time)

### Notes/Goals:
## Unit IV

### Marketing Planning

**Review:**
- Unit Study Guide

**Read:**
- Chapter 7: Improving Decisions with Marketing Information
- Chapter 8: Elements of Product Planning for Goods and Services

**Supplemental Reading:**
- Exhibit 7 and 8 Presentations

**Discuss:**
- Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- Assessment by Tuesday, Midnight (Central Time)

### Notes/Goals:

## Unit V

### Product Management and Distribution

**Review:**
- Unit Study Guide

**Read:**
- Chapter 9: Product Management and New-Product Development
- Chapter 10: Place and Development of Channel Systems

**Supplemental Reading:**
- Exhibit 9 and 10 Presentations

**Discuss:**
- Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- Assessment by Tuesday, Midnight (Central Time)

### Notes/Goals:

## Unit VI

### Promotion and Customer Service

**Review:**
- Unit Study Guide

**Read:**
- Chapter 13: Promotion – Introduction to Integrated Marketing Communications
- Chapter 14: Personal Selling and Personal Service

**Supplemental Reading:**
- Exhibit 13 and 14 Presentations

**Discuss:**
- Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- Assessment by Tuesday, Midnight (Central Time)

### Notes/Goals:
## BBA 3201, Principles of Marketing

### Course Schedule

<table>
<thead>
<tr>
<th>Unit VII</th>
<th>Advertising and Pricing Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Review:</strong></td>
<td>- Unit Study Guide</td>
</tr>
</tbody>
</table>
| **Read:** | - Chapter 15: Advertising and Sales Promotion  
- Chapter 16: Pricing Objectives and Policies  
- Supplemental Reading: Exhibit 15 and 16 Presentations |
| **Discuss:** | - Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time) |
| **Submit:** | - Assessment by Tuesday, Midnight (Central Time) |

### Notes/Goals:

<table>
<thead>
<tr>
<th>Unit VIII</th>
<th>Price Setting and Ethical Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Review:</strong></td>
<td>- Unit Study Guide</td>
</tr>
</tbody>
</table>
| **Read:** | - Chapter 17: Price Setting in the Business World  
- Chapter 18: Ethical Marketing in a Consumer-Oriented World: Appraisal and Challenges  
- Supplemental Reading: Exhibit 17 and 18 Presentations |
| **Discuss:** | - Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time) |
| **Submit:** | - Assessment by Tuesday, Midnight (Central Time) |

### Notes/Goals: