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.

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 the Unit I Learning Activities 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.
Learning Activities (Non-Graded): These non-graded Learning Activities are provided to aid students in their course of study.

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.

Unit Assessments: This course contains eight Unit Assessments, one to be completed at the end of each unit. Assessments are composed of multiple-choice questions and written response questions.

Unit Assignments: Students are required to submit for grading Unit Assignments in Units III and VI. Specific information and instructions regarding this assignment are provided below. A grading rubric is included with the Unit VI Assignment. Specific information about accessing this rubric is provided below.

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

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

Unit Assignments

Unit III Essay

When someone talks about customers, people mostly think about an individual customer. However, some companies search for more opportunities to increase profit and build long-term relationships with a business or an organization.

Write an essay about a business that you see has an opportunity to reach a business or an organization as a customer. You can either use a real world business or create a business that you want to use. If you are a marketing director of the company, what will be your marketing plan to a business or an organizational customer? Select products and/or services you will offer to your customers. Your target customers can be domestic or abroad. You can also use suppliers from other countries. For example, you can order garments from a country in Asia and sell them to a business or an organization in the U.S.

The following are examples of products and services you might want to use. You can also use other products or services of your choice.

- Hotel services for a conference
- Technology devices for a firm or a school
- Produce for a supermarket
- Uniforms for an organization such as a school, hospital, or military
- Flowers for an event organizer
- Hardware for a construction company
- Parts for an automobile company
- Furniture for an office, a restaurant, or a hotel
- Your choice

In this essay, describe a business with that opportunity. Explain the strategies you will use to analyze your business and organizational customers and their buying behavior. You might include the following in your paper:

- Buying behavior
- Sell global
- Supply from other countries
- Multiple decision makers or multiple buyers
- New customers or repeat customers
- How to gather customers’ information
- Customer analysis
- Ethical issues
- Using technology to enhance your business
- Services after selling
- Buyer-seller relationships
- Competitive advantages
- Other things to be considered

The writing you submit must meet the following requirements:
Tell briefly about your business and your customers
Be at least two pages in length.
Identify the main topic/question related to Chapter 6
Use APA style for citing paraphrased and quoted material

Format your paper using APA style. Use your own words, and include citations and references as needed to avoid plagiarism.

Unit VI Research Paper

Promotion is one variable of the marketing mix. Sellers communicate information about their products and services in order to influence customers’ attitudes and behaviors.

Select one industry from the list below, and conduct research about strategies that companies in the industry use to promote their products or services. In your report, include communication channels the companies use. What are their promotion objectives? How and why are the promotion strategies of the companies effective or not effective? Compare and contrast promotion strategies between a couple companies in the industry.

Please select one of the industries listed below, and search for information about the promotion strategies of a couple companies in the industry.

- Soft drink
- Fast food
- Snack
- Hotel
- Restaurant chain
- Cell phone
- Computer tablet
- Banking
- Insurance
- Automobile
- Airline
- Entertainment
- Magazine
- Hair products
- Cosmetics
- Personal care products
- Dental care products
- Medicine
- Department store

The Research Paper you submit must meet the following requirements:

- Tell briefly about the industry and companies in the industry
- Be at least two pages in length.
- Identify the main topic/question related to Chapter 13
- Use APA style for citing paraphrased and quoted material

Format your paper using APA style. Use your own words, and include citations and references as needed to avoid plagiarism.

APA Guidelines

CSU requires that students use the APA style for papers and projects. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed. A document titled “APA Guidelines Summary” is available for you to download from the APA Guide Link, found in the Learning Resources area of the myCSU Student Portal. It may also be accessed from the Student Resources link on the Course Menu. This document provides links to several internet sites that provide comprehensive information on APA formatting, including examples and sample papers.
Blackboard Grading Rubrics

Assignment Rubrics

One or more assignments in this course utilizes a Blackboard Grading Rubric. A rubric is a tool that lists evaluation criteria and can help you organize your efforts to meet the requirements of an assignment. Your professor will use the Blackboard Grading Rubric to assign points and provide feedback for the assignment.

You are encouraged to view the assignment rubric before submitting your work. This will allow you to review the evaluation criteria as you prepare your assignments. You may access the rubric in “My Grades” through the “Tools” button in your course menu. Click the “View Rubric” link to see the evaluation criteria for the assignment. Upon receiving your assignment grade, you may view your grade breakdown and feedback in the rubric.

CSU Grading Rubric for Papers/Projects

The course papers will be graded based on the CSU Grading Rubric for all types of papers. In addition, all papers will be submitted for electronic evaluation to rule out plagiarism. Course projects will contain project specific grading criteria defined in the project directions. To view the rubric, click the Academic Policies link on the Course Menu, or by accessing the CSU Grading Rubric link, found in the Learning Resources area of the myCSU Student Portal.

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.

Once you have completed Unit VIII, you MUST unsubscribe from the forum; otherwise, you will continue to receive email updates from the forum. You will not be able to unsubscribe after your course end date.

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

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<tr>
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<tr>
<td>Unit III Essay</td>
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<td>Unit VI Research Paper</td>
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<td><strong>Total</strong></td>
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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.
# Course Schedule

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
- **Learning Activities (Non-Graded):** See 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

### Submit:
- [ ] Assessment

## Unit II: Defining Opportunities and Markets

### Review:
- [ ] Unit Study Guide
- **Learning Activities (Non-Graded):** See 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

### Submit:
- [ ] Assessment

## Unit III: Consumers and Business Customers

### Review:
- [ ] Unit Study Guide
- **Learning Activities (Non-Graded):** See 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

### Submit:
- [ ] Assessment
- [ ] Essay

## Notes/Goals:
### Unit IV: Marketing Planning

**Review:**
- Unit Study Guide
- **Learning Activities (Non-Graded):** See 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

**Submit:**
- Assessment

**Notes/Goals:**

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### Unit V: Product Management and Distribution

**Review:**
- Unit Study Guide
- **Learning Activities (Non-Graded):** See 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

**Submit:**
- Assessment

**Notes/Goals:**

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### Unit VI: Promotion and Customer Service

**Review:**
- Unit Study Guide
- **Learning Activities (Non-Graded):** See 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

**Submit:**
- Assessment
- Research Paper

**Notes/Goals:**

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### Unit VII
**Advertising and Pricing Policy**

**Review:**
- [ ] Unit Study Guide
- **Learning Activities (Non-Graded):** See Study Guide

**Read:**
- [ ] Chapter 15: Advertising and Sales Promotion
- [ ] Chapter 16: Pricing Objectives and Policies
- **Supplemental Reading:** Exhibit 15 and 16 Presentations

**Submit:**
- [ ] Assessment

**Notes/Goals:**

### Unit VIII
**Price Setting and Ethical Marketing**

**Review:**
- [ ] Unit Study Guide
- **Learning Activities (Non-Graded):** See Study Guide

**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

**Submit:**
- [ ] Assessment

**Notes/Goals:**