

PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

CREDIT UNION MARKETING
CUE 1080

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 0.0

**Date Revised: Spring
00**

NOTE: This course is not designed for transfer credit.

Catalog Course Description:

A study of the facts and principles of marketing and its application in credit unions. Topics include the marketing concept and structure, marketing information and buyer behavior, consumer and intermediate customers' buying behavior, product packaging and branding decisions, consumer and industrial goods, product planning and time-place utility, channels of distribution, promotion, pricing strategy, and developing a marketing program, controlling marketing programs, and the cost-value to society.

Entry Level Standards:

None

Prerequisites:

None

Textbook(s) and Other Course Materials:

Basic Marketing, 9th edition, Jerome McCarthy and William D. Perrault, Jr., Irwin Inc., Homewood, Illinois, 1987.

Marketing Syllabus - CUNA(for those students taking the Credit Union National Association CCUE national test)

I. Week/Unit/Topic Basis:

Week	Topic
1	Registration. Introduction to Credit Union Marketing
2	Marketing Concept and Structure - Marketing's role in society; Marketing's Role within the firm; Finding Target Opportunities with Market Segmentation. CUNA Syllabus, Lesson 1
3	Market Information and Buyer Behavior - Evaluation Opportunities in Uncontrollable Environments; Getting Information for Marketing Decisions; Behavioral Dimensions of the Consumer Market; Marketing Strategy Planning for International Markets. CUNA Syllabus, Lesson 2
4	Consumer and Intermediate Customers Buying Behavior - Behavioral Dimensions of the Consumer Market; Industrial and Intermediate Customers and Their Buying Behavior; Planning and Implementing Marketing Programs.

CUNA Syllabus, Lesson 3 - Exam I

- 5 Product, Packaging, and Branding Decisions - Elements of Product Planning. CUNA Syllabus, Lesson 4
- 6 Product and Service Management; New-Product and New-Service Development - Product Management and New-product Development. CUNA Syllabus, Lesson 5
- 7 Channels of Distribution - Place and Development of Channels Systems; Retailing; Wholesaling; Physical Distribution. CUNA Syllabus, Lesson 6 - Mid-Term
- 8 Promotion - Introduction; Personal Selling; Mass Selling. CUNA Syllabus, Lesson 7
- 9 Pricing - Pricing Objectives and Policies; Marketing Arithmetic; Price Setting in the Real World. CUNA Syllabus, Lesson 8 - Exam II
- 10 Planning and Implementing the Market Programs. CUNA Syllabus, Lesson 9
- 11 Controlling Marketing Programs; Marketing's Cost Value to Society - Controlling Marketing Plans and Programs; Marketing in a Consumer-Oriented Society; Appraisal and Challenges.
- 12 Other Marketing Topics
- 13 Review entire course
- 14 Course final examination
- 15 CUNA national examination
- 16 Final Exam Period

II. Course Objectives*:

- A. Understand marketing's role in society and to recognize the need for further education in the credit union industry. II
- B. Evaluate the benefits and pitfalls of Marketing Management. I, II
- C. Analyze consumer behavior and markets in the development of effective marketing programs in a credit union. II
- D. Determine other components and constraints on marketing in the 1990's. I, II

*Roman numerals after course objectives reference goals of the Business and Community Services department.

III. Instructional Processes*:

Students will:

1. Take part in course assignments such as team discussions; team case studies; team projects; experiential exercises; oral, written, and/or email presentations; Internet research; etc. to help develop teamwork, leadership, and followership skills.
Communication Outcome, Personal Development Outcome, Cultural Diversity & Social Adaptation Outcome, Information Literacy Outcome, Transitional Strategy, Active Learning Strategy

2. Perform course assignments such as team discussions; team case studies; team projects; experiential exercises; oral, written, and/or email presentations; Internet research; etc. to help develop critical thinking, problem solving, goal setting, and planning skills. *Communication Outcome, Personal Development Outcome, Cultural Diversity & Social Adaptation Outcome, Problem Solving and Decision Making Outcome, Information Literacy Outcome, Transitional Strategy, Active Learning Strategy*
3. Practice elements of the work ethic such as professionalism, preparedness, punctuality, honesty, cooperation, dependability, contribution, effectiveness, and good manners. *Personal Development Outcome, Transitional Strategy*

*Strategies and outcomes listed after instructional processes reference Pellissippi State' s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:

1. Understand the levels and functions of marketing. A
2. Know what the marketing concept and marketing strategy planning are and why they are important. A
3. Know the different kinds of marketing opportunities and how to find them. B
4. Understand uncontrollable variables and their importance. B
5. Consumer spending patterns and how they relate to population-income and other measurable factors. A
6. Understand what marketing research is and why it is important. C
7. Understand personal variables of household spending and basic buying methods. C
8. Explain the basic techniques used in target marketing, market segmentation, and forecasting. C
9. Understand the meaning of products and the importance of packaging. A,D
10. Understand how product/service life cycles affect strategy planning. C
11. Understand the development of new products and services. D
12. Understand the Channels of Distribution. D
13. Understand the importance of promotion, personal selling and various types of advertising in the marketing mix. A
14. Know pricing objectives and their relationship to the pricing policies. B
15. Understand the importance of developing marketing mixes and the integration of strategic plans into a comprehensive marketing program. D
16. The control process and working with sales analysis, performance analysis, and cost analysis. D

17. Understand why consumer satisfaction is necessary to continued business activity. A

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures: 100% of grade

Two Quizzes - 40% of grade
Mid-Term and Final - 60% of grade

B. Laboratory Expectations:

N/A

C. Field Work:

Class Project - to be researched at work place and presented in the classroom for evaluation and discussion.

D. Other Evaluation Methods:

N/A

E. Grading Scale:

90 - 100 A
80 - 89 B
70 - 79 C
60 - 69 D
Below 60 F

VI. Policies:

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course.