

**PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS**

**PRINCIPLES OF MARKETING
BUSN 2380**

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: .0

Revised: Fall 2015

Catalog Course Description:

This course is a study of basic marketing principles and practices, including the selection of target markets and the development of the marketing mix (product, price, promotion, and place of distribution).

Entry Level Standards:

Basic college-level competencies in reading, and English are presumed.

Prerequisites:

None

Textbook(s) and Other Course Materials:

MKTG9 by Lamb, Charles W., Jr., Joseph F. Hair, Jr., and Carl McDaniel, (Cengage Learning, South Western, 2015). ISBN-13: 978-1285860169 ISBN-10: 1285860160

I. Week/Unit/Topic Basis:

Week	Chapter(s)	Topic(s)
1	1 2	An Overview of Marketing Strategic Planning for Competitive Advantage
2	4	The Marketing Environment
3	6	Consumer Decision Making
4	7	Business Marketing
5	8	Segmenting and Targeting Markets
6	9 10	Marketing Research Product Concepts
7	11 12	Developing and Managing Products Services and Nonprofit Organization Marketing
8	13 14	Supply Chain Management Marketing Channels and Retailing
9	15	Marketing Communication
10	16	Advertising, Public Relations and Sales Promotion

11	17	Personal Selling and Sales Management
12	18	Social Media and Marketing
13	19 20	Pricing Concepts Setting the Right Price
14	→	Case Presentations
15	→	Final Exam

II. Course Goals*:

The course will

- A. Provide students with an understanding of marketing theory and practice. (I, VI)
- B. Detail how the external environment affects marketing. (I, VI, VII)
- C. Discuss social responsibility and the ethical implications of marketing decisions. (I, VI)
- D. Expand students' knowledge of the importance of global marketing and global marketing strategy. (I, VII)
- E. Describe consumer and business buyer decision making processes and identify the factors that influence buyer behavior. (I, VI)
- F. Explain the role of marketing research. (I)
- G. Demonstrate how to develop marketing strategy and a marketing mix, consisting of product, price, distribution, and promotion strategy. (I, III, VI)
- H. Illustrate the concept of target marketing and market segmentation. (I, VI)
- I. Teach students how to develop a marketing plan. (I, III, IV, VI)

III. Expected Student Learning Outcomes*:

Students will be able to:

1. Define marketing. (A)
2. Describe historic and current marketing orientation. (A)
3. Analyze how factors in the external environment impact a marketing strategy. (B)
4. Understand and evaluate the ethical implications of marketing decisions. (C)
5. Apply marketing concepts to the global business environment. (D)
6. Explain the difference between consumer and business marketing. (E)
7. Describe consumer and organizational buyer decision making processes and outline the major influences on buying behavior. (E)
8. Outline the goals and steps in a marketing research project. (F)

9. Name the four parts of the marketing mix. (G)
10. Define product and classify products. (G)
11. Develop product strategy for new and current products and services. (G)
12. Explain and use the product life cycle concept. (G)
13. Identify and evaluate marketing channels. (G)
14. Explain supply chain management. (G)
15. Explain the role of retailing and analyze retail marketing strategy. (G)
16. Design a promotion mix for a product. (G)
17. Develop an integrated marketing communication plan. (G)
18. Determine pricing strategies. (G)
19. Describe the bases for segmenting markets. (H)
20. Identify and select a target market. (E, H)
21. Design a market segmentation plan. (H, I)
22. Develop logical analyses of and solutions to marketing problems. (G, H, I)
23. Develop a customer-oriented marketing plan. (A-I)

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above. Program Goal A applies to all Outcomes.

IV. Evaluation:

A. Testing Procedures: 25%-50%

A minimum of two exams and/or a series of quizzes is recommended.

B. Laboratory Expectations:

NA

C. Field Work:

NA

D. Other Evaluation Methods: 50%-75%

A minimum of two case studies is recommended. Other projects and assignments may also be included in the final grade.

E. Grading Scale:

92 - 100 A
89 - 91 B+
82 - 88 B

79 - 81 C+
72 - 78 C
65 - 71 D
Below 65 F

V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for disabilities:

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Disability Services (DS) in order to receive accommodations in this course. Disability Services may be contacted by sending email to disabilityservices@pstcc.edu, or by visiting Alexander 130. More information is available at <http://www.pstcc.edu/sswd/>.

D. Other Policies:

Computer Usage Guidelines:

College-owned or -operated computing resources are provided for use students of Pellissippi State Community College. All students are responsible for the use of Pellissippi State's

computing resources in an effective, efficient, ethical and lawful manner.