

Pellissippi State Community College
Master Syllabus

PRINCIPLES OF MARKETING
BUSN 2380

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 0

Revised: Fall 2016

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).

Prerequisites: None

Corequisites: None

Textbooks and Other Course Materials:

MKTG10 by Lamb, Charles W., Jr., Joseph F. Hair, Jr., and Carl McDaniel, (Cengage Learning, South Western, 2016). ISBN-13: 9781305631823

I. Week/Unit/Topics:

Week	Chapter	Topic(s)
1	1	An Overview of Marketing
	2	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	Marketing Research
	10	Product Concepts
7	11	Developing and Managing Products
	12	Services and Nonprofit Organization Marketing
8	13	Supply Chain Management and Marketing Channels
	14	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	Pricing Concepts
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. Discuss social responsibility and how the external environment affects marketing. (I, VI, VII)
- C. Expand students' knowledge of the importance of global marketing and global marketing strategy. (I, VII)
- D. Describe consumer and business buyer decision making processes and identify the factors that influence buyer behavior. (I, VI)
- E. Demonstrate how to develop marketing strategy and a marketing mix, consisting of product, price, distribution, and promotion strategy. (I, III, VI)
- F. Illustrate the concept of target market and market segmentation. (I, VI)
- G. Describe the role of supply chain, marketing channels and retailing. (I, VI)

*Roman numerals after course objectives reference goals of the A.A.S. Business program.

III. Expected Student Learning Outcomes*:

Students will:

- 1. Explain the concept of marketing and how marketing strategies are planned, implemented and controlled. (A, B)
- 2. Explain the process of market segmentation and target marketing. (A, D, F)
- 3. Identify the elements of the marketing mix and how they are used to satisfy marketing opportunities. (A, E)
- 4. Apply marketing concepts to the global business environment. (C)
- 5. Explain the difference between consumer and business marketing. (E)
- 6. Describe consumer and organizational buyer decision making processes and outline the major influences on buying behavior. (E)
- 7. Explain and use the product life cycle concept. (A, B, D)
- 8. Identify and evaluate marketing channels. (D)
- 9. Discuss the role of the internet and social media in marketing (D, F)
- 10. Explain supply chain management. (G)
- 11. Explain the role of retailing and analyze retail marketing strategy. (G)
- 12. Explain the components of a promotion mix for a product. (E)
- 13. Discuss pricing strategies. (E)

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. Evaluation:

A. Testing Procedures: 25%-50% of grade

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% of grade

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 [PSCC Disability Services](#).