A survey of the functions of business activity relative to the distribution of goods and services. Studies include retail and wholesale distribution channels, market functions, policies, promotion, pricing, research, product development, and consumer behavior.

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:

1. evaluate and explain the difference between consumer markets and industrial markets and discuss these differences as they relate to market location, buying motives and marketing strategy.

2. analyze the effective use of the major forms of promotion: personal selling, publicity, display, sales promotion, advertising, and direct mail.

3. explain the subjects of price determination, price policy, price theory and pricing terms.
4. explain the relationship between place and time utility and explain their significance to different products and manufacturers.

COURSE OBJECTIVES:
1. evaluate and explain the difference between consumer markets and industrial markets. 70 percent of the students will receive a grade of C or better at the mid term exam.
2. analyze promotion, personal selling, publicity, sales promotion, advertising, display and direct mail. 70 percent of the students will receive a grade of C or better at the final exam.
3. Analyze the effective use of the major forms of promotion: personal selling, publicity, display, sales promotion, advertising, and direct mail.
4. Define price determination, price policy, price theory and pricing terms.

COURSE CONTENT:

LECTURE CONTENT:

A. TOPICS
   1. INTRODUCTION
      a. Marketing management
         i. The customer
         ii. Variables
            a. Controllable
            b. Uncontrollable
         iii. Research
         iv. Sales forecasting
         v. Sales analysis
   B. MARKETING – CUSTOMER ORIENTED
      a. Consumers
         1. American
         2. International
         3. Behavioral science view
   C. PRODUCT – INTRODUCTION
      1. Objectives, policies, and development
         a. Packaging and branding
         b. Consumer goods
         c. Industrial goods
   D. PLACE – PROMOTION
      1. Objective and policies
      2. Retailing
      3. Wholesaling
      4. Physical distribution
      5. Selection of channels
   E. PROMOTION – INTRODUCTION
      1. Personal selling
      2. Mass selling
      3. Advertising
      4. Publicity
      5. Customer relations
      6. New technology
   F. PRICE – INTRODUCTION
      1. Price determination
         a. Cost-oriented
         b. Demand-oriented
      2. Objectives and policies
      3. Legislation
   G. INTEGRATING THE MARKETING MIX
1. Management and manager
2. Strategy planning

METHODS OF INSTRUCTION:
A. Lecture:
B. Online:
C. Independent Study:

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:
Reading Assignments

Textbook

Out-of-class Assignments
Case study analysis
Research projects
Reports
Technology based assignments

Writing Assignments
Essay examinations
And/or
Case study assignments and written analysis

METHODS OF STUDENT EVALUATION:
Midterm Exam
Final Exam
Written Assignments
Essay Examinations
Objective Examinations
Report
Projects (ind/group)
Problem Solving Exercises
Oral Presentations
Skills Demonstration

Demonstration of Critical Thinking:
Through examinations and case studies, the student must show the ability to read and comprehend a stated business problem, develop alternative actions, select a reasonable solution and justify that selection.

Required Writing, Problem Solving, Skills Demonstration:

Essay examinations And/or Case study assignments and written analysis

TEXTS, READINGS, AND RESOURCES:
TextBooks:

LIBRARY:
Adequate library resources include:

Comments:

Attachments:
Attached Files