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.

**JUSTIFICATION FOR COURSE:**

**PREREQUISITES:**

**COREQUISITES:**

**ADVISORIES:**

**ASSIGNED DISCIPLINES:**

- Business
- Management
- Marketing

**MATERIAL FEE:** Yes [ ] No [X] Amount: $0.00

**CREDIT STATUS:** Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]

**GRADING POLICY:** Pass/No Pass [ ] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]

**OPEN ENTRY/OPEN EXIT:** Yes [ ] No [X]

**TRANSFER STATUS:** CSU Transferable[X] UC/CSU Transferable[ ] Not Transferable[ ]

**BASIC SKILLS STATUS:** Yes [ ] No [X] LEVELS BELOW TRANSFER: Not Applicable

**CALIFORNIA CLASSIFICATION CODES:** Y - Not Applicable

**NON CREDIT COURSE CATEGORY:** Y - Not applicable, Credit Course

**OCCUPATIONAL (SAM) CODE:** C

**REPEATABLE ACCORDING TO STATE GUIDELINES:** No [X] Yes [ ] NUMBER REPEATS:

**REQUIRED FOR DEGREE OR CERTIFICATE:** No [ ] Yes [X]

- Associate of Arts: Liberal Arts: Emphasis in Business and Technology (Associate in Arts)
- Business Administration (Associate in Arts)
- Business Administration (Certificate of Achievement)
- Floral Design and Shop Management (Associate in Arts)
- Floral Design and Shop Management (Certificate of Achievement)
- General Management Option (Certificate of Achievement)
- Marketing Management (Associate in Arts)
- Marketing Management Option (Certificate of Achievement)
- Retail Management (Certificate of Achievement)
- Retail Management and Entrepreneurship (Associate in Arts)
- Small Business Management Option (Certificate of Achievement)
GE AND TRANSFER REQUIREMENTS MET:

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

1. Differentiate between consumer markets and industrial markets and analyze these differences as they relate to market location, buying motives and marketing strategy.
2. Define the elements that make up the marketing environment, explain how they apply to practical applications and examples, and how they relate to a social responsibility to society.
3. Compare the relationship between place and time utility and translate its significance to different products and manufacturers.
4. Analyze the effective use of major forms of promotion: personal selling, publicity, display, sales promotion, advertising, and direct mail.
5. Evaluate the subjects of price determination, price policy, price theory and pricing terms.
6. Explain how marketers identify consumer needs and supply products and services to satisfy those needs.
7. Describe how marketers implement the elements of the marketing mix (4Ps) product and services.
8. Differentiate various strategies, including distribution strategy, promotional strategy and pricing strategy.
9. Comprehend how marketing principles relate to international marketing, nonprofit marketing, and ethical behavior relationships.
10. Apply the concepts of marketing into today’s global economy.

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
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