Course Outline

COURSE: MKTG 100      DIVISION: 50      ALSO LISTED AS:

TERM EFFECTIVE: Fall 2014      CURRICULUM APPROVAL DATE: 04/28/2014

SHORT TITLE: PRIN OF MARKETING

LONG TITLE: Principles of Marketing

<table>
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<tr>
<th>Units</th>
<th>Number of Weeks</th>
<th>Type</th>
<th>Contact Hours/Week</th>
<th>Total Contact Hours</th>
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<td>Lecture</td>
<td>3</td>
<td>54</td>
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<td></td>
<td></td>
<td>Lab</td>
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<td>0</td>
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<td>Other</td>
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<td>Total</td>
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COURSE DESCRIPTION:

An introduction to the economic and social problems involved with moving goods and services from the producer to the consumer. This course covers topics such as marketing institutions, channels of distribution, pricing, and government relationships. This course has the option of a letter grade or pass/no pass. ADVISORY: Eligible for English 250 and English 260.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES

L - Standard Letter Grade
P - Pass/No Pass

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:

02 - Lecture and/or discussion
72 - Dist. Ed Internet Delayed

STUDENT LEARNING OUTCOMES:

1. Prepare a marketing plan for a product or service.
   Measure: project
   PLO: 3

5/5/2014
ILO: 2,1,3,7,4
GE-LO:
Year assessed or anticipated year of assessment: 2010

2. Describe the process of promoting products, brands, labels, packaging, and the marketing mix.
   Measure: homework, demonstration, report, tests
   PLO: 3
   ILO: 1,2,7
   GE-LO:
   Year assessed or anticipated year of assessment: 2010

3. Examine the ever-changing marketing climate and explore new developments.
   Measure: project, homework
   PLO:
   ILO: 2,3,7,1,5
   GE-LO:
   Year assessed or anticipated year of assessment: 2010

4. Discuss and analyze the process of promoting products; including advertising, sales promotion, personal selling, and publicity.
   Measure: homework, oral report
   PLO: 3
   ILO: 1,2,3,7
   GE-LO:
   Year assessed or anticipated year of assessment: 2010

5. Define marketing and the core concepts of needs, wants, demands, products, exchange, transactions, and markets.
   Measure: homework, exam
   PLO: 3
   ILO: 7,2,1
   GE-LO:
   Year assessed or anticipated year of assessment: 2010

PROGRAM LEARNING OUTCOMES:
1. Discuss the purpose, context, concepts, and processes of retailing and the retail environment and the responsibilities of the retail operations function.
2. Explain the basic terms and concepts of accounting, and the content of financial statements and be able to understand and interpret the information they contain.
3. Develop a general understanding of retail management/business concepts related to sales and marketing of services and/or products.
4. Determine appropriate and inappropriate interview, hiring, and employee supervision procedures.

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS
Curriculum Approval Date: 04/28/2014
10 Hours
MAKING MARKETING VALUE DECISIONS
Welcome to the World of Marketing: Creating and Delivering Value
Strategic Market Planning: Painting the Big Picture
Thriving in the Marketing Environment: The World is Flat
Homework: Read the chapters covered in the class lectures and do the homework at the end of the chapters.
Performance objectives: Students will be able to explain the process utilized for making marketing decisions. They will be able to describe several strategies involved in marketing.

10 Hours
UNDERSTANDING CONSUMERS' VALUE NEEDS
Marketing Research: Gathering, Analyzing and Using Information
Consumer Behavior: How and Why People Buy
Business-to-Business Markets: How and Why Organizations Buy
Sharpening the Focus: Target Marketing Strategies and Customer Relationship Management
Homework: Read the chapters covered in the class lectures and do the homework at the end of the chapters.
Performance objectives: The differences and similarities between why people and why organizations buy products will be analyzed by the students. Marketing strategies will be explained by the students.
Mid-term exam and projects.

10 Hours
CREATING THE VALUE PROPOSITION
Creating the Product
Managing the Product
Services and Other Intangibles: Marketing the Product That Isn't There
Pricing the Product
Homework: Read the chapters covered in the class lectures and do the homework at the end of the chapters.
Performance objectives: The student will be able to describe the criteria used for creating and for managing a product. Examples will be provided by the student.

10 Hours
COMMUNICATING THE VALUE PROPOSITION
Catching the Buzz: Promotional Strategy and Integrated Marketing Communication
Advertising, Sales Promotion, and Public Relations
Personal Selling, Sales Management and Direct Marketing
Homework: Read the chapters covered in the class lectures and do the homework at the end of the chapters.
Performance objectives: Promotional strategies and advertising techniques will be discussed by the students. They will be able to describe some examples.

10 Hours
DELIVERING THE VALUE PROPOSITION
Delivering Value Through Supply Chain Management: Channels of Distribution and Logistics
Retailing: Bricks and Clicks
Homework: Read the chapters covered in the class lectures and do the homework at the end of the chapters.
Performance objectives: The student will be able to explain what "Bricks and Clicks" means in relationship to the field of retail sales.
2 Hours Presentation of final projects.
2 Hours Final exam.

METHODS OF INSTRUCTION:
Lecture, projects, exercises, field trips, quizzes, tests

METHODS OF EVALUATION:
The types of writing assignments required:
Written homework
Reading reports
Lab reports
Essay exams
The problem-solving assignments required:
Homework problems
Field work
Quizzes
Exams
The types of skill demonstrations required:
None
The types of objective examinations used in the course:
Multiple choice
True/false
Matching items
Completion
Other category:
None
The basis for assigning students grades in the course:
Writing assignments: 30% - 50%
Problem-solving demonstrations: 30% - 70%
Skill demonstrations: 0% - 0%
Objective examinations: 20% - 40%
Other methods of evaluation: 0% - 0%

REPRESENTATIVE TEXTBOOKS:
Required:
ISBN: 013217684X
Reading level of text, Grade: 12Verified by: MS Word

ARTICULATION and CERTIFICATE INFORMATION
Associate Degree:
CSU GE:
IGETC:
CSU TRANSFER:
Transferable CSU, effective 200830
UC TRANSFER:
Not Transferable

SUPPLEMENTAL DATA:
Basic Skills: N
Classification: I
Noncredit Category: Y
Cooperative Education:
Program Status: 1 Program Applicable
Special Class Status: N
CAN:
CAN Sequence:
CSU Crosswalk Course Department: MKTG
CSU Crosswalk Course Number: 100
Prior to College Level: Y
Non Credit Enhanced Funding: N
Funding Agency Code: Y
In-Service: N
Occupational Course: C
Maximum Hours:
Minimum Hours:
Course Control Number: CCC000020522
Sports/Physical Education Course: N
Taxonomy of Program: 050900