Course Outline

COURSE: MKTG 100     DIVISION: 50     ALSO LISTED AS:

TERM EFFECTIVE: Fall 2020     CURRICULUM APPROVAL DATE: 05/12/2020

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>3</td>
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<td>Lecture: 3</td>
<td>3</td>
<td>54</td>
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<td></td>
<td></td>
<td>Lab:</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.

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
05 - Hybrid
71 - Dist. Ed Internet Simultaneous
72 - Dist. Ed Internet Delayed
STUDENT LEARNING OUTCOMES:
By the end of this course, a student should:
1. Prepare a marketing plan for a product or service.

2. Describe the process of promoting products, brands, labels, packaging, and the marketing mix, including new trends.

3. Define marketing and the core concepts of needs, wants, demands, products, exchange, transactions, and markets.

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS
Curriculum Approval Date: 05/12/2020
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
Performance objectives: Explain the process utilized for making marketing decisions. 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
Performance objectives: Analyze the differences and similarities between why people and why organizations buy products. Explain marketing strategies.
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
Performance objectives: Describe the criteria used for creating and for managing a product and provide examples
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
Performance objectives: Discuss promotional strategies and advertising techniques and provide examples.
10 Hours
DELIVERING THE VALUE PROPOSITION
Delivering Value Through Supply Chain Management: Channels of Distribution and Logistics
Retailing: Bricks and Clicks
Performance objectives: 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, videos.

OUT OF CLASS ASSIGNMENTS:
Required Outside Hours: 108
Assignment Description:
Homework:
Read the chapters covered in the class lectures and do the assigned exercises at the end of the chapters.
Work on projects.

METHODS OF EVALUATION:
Writing assignments
Percent of total grade: 30.00 %
30% - 50% Written homework; Reading reports; Lab reports; Essay exams
Problem-solving assignments
Percent of total grade: 40.00 %
30% - 70% Homework problems; Field work; Quizzes; Exams
Objective examinations
Percent of total grade: 30.00 %

REPRESENTATIVE TEXTBOOKS:
Required:
Reading Level of Text, Grade: 12+ Verified by: Verified 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: Y
Noncredit Category: Y
Cooperative Education:
Program Status: 1 Program Applicable
Special Class Status: N
CAN:
CAN Sequence:
CSU Crosswalk Course Department:
CSU Crosswalk Course Number:
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