

NEW COURSE PROPOSAL

PROGRAM AREA: BUSINESS

1. Catalog Description of the Course. *[Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and corequisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of ___ units); time distribution (Lecture ___ hours, laboratory ___ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]*

MKT 310. PRINCIPLES OF MARKETING (3 units)

Three hours per week.

Prerequisites: none.

Presents and analyzes the fundamental principles, methods and procedures in modern marketing: planning, pricing, distribution, and promotion. Topics include creating customer value and satisfaction, strategic planning, marketing process and environment, research and information systems, consumer markets and consumer buyer behavior, business markets and business buyer behavior, segmentation, product and services strategy, new-product development and product life cycle strategies, pricing, communications, direct and on-line marketing, and social responsibility and marketing ethics.

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment
Lecture	___3___	___1___	___30___
Seminar	_____	_____	_____
Laboratory	_____	_____	_____
Activity	_____	_____	_____

3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

This is a required course for a Bachelor of Science in Business since the analysis of customer needs and wants and the ability to consistently serve customers through the delivery of a valued product and/or service is an essential skill for all business graduates. This course provides an opportunity to explore concepts related to the performance of business units and their managers relative to their ability to work within product life cycles, changing business-to-business and business-to-consumer markets, and the ability to recognize and nurture developing business opportunities.

Principles of Marketing is designed to assist the student in developing a functioning familiarity with marketing concepts. Marketing professionals understand, create, communicate, and deliver customer value and customer satisfaction. The student will learn to develop strategies that focus on customers, because if they are satisfied, market share and profits should follow. The main objective of this class is for students to comprehend modern marketing techniques and to put them into practice by preparing a culminating, comprehensive Marketing Plan, whereby teams will develop, price, research, and market an original prototype product or service to a target market of their peers. Classmates will serve as focus groups for each other, providing vital pre-production feedback. Students will incorporate concepts from their reading, class lecture, and focus group comments into this final project.. Finally, the course is designed to encourage students to develop an interest in the Marketing profession through Internet research of various professional associations and regulatory web-sites. Students will learn to gear their written and oral text and data toward a current audience of their academic peers and a future audience of business managers and potential customers. The Professor plans to have at least one guest speaker who has experience bringing several products from the concept stage to market. Additionally, the Professor shall discuss methodologies businesses use to market themselves as a whole to another business or the market at large (e.g. exit strategies, IPOs, etc.)

Learning Objectives:

Students who successfully complete this course will be able to:

- ◆ Discuss the fundamentals of marketing and its importance to all organizations, public and private
- ◆ Write comprehensive Marketing Plans and Marketing Strategies
- ◆ Formulate and execute strategies businesses employ to both attract new customers and keep existing ones
- ◆ Identify, conceptualize, and develop solutions for the complex and critical decisions management must face *before* a product or service is advertised or sold

- ◆ Communicate logical, reasoned business information to support conclusions about marketing processes and business ethics through discussion, writing and oral presentations.

4. **Is this a General Education Course** YES NO
If Yes, indicate GE category:

A (English Language, Communication, Critical Thinking)	
B (Mathematics & Sciences)	
C (Fine Arts, Literature, Languages & Cultures)	
D (Social Perspectives)	
E (Human Psychological and Physiological Perspectives)	

5. **Course Content in Outline Form.** *[Be as brief as possible, but use as much space as necessary]*

1. Marketing in a Changing World: Creating Customer Value and Satisfaction
2. Strategic Planning and the Marketing Process
3. Written/oral report on Business Marketing Association website
4. The Marketing Environment
5. Marketing Research and Information Systems
6. Written/oral report on American Marketing Association website
7. Consumer Markets and Consumer Buyer Behavior
8. Business Markets and Business Buyer Behavior
9. Written/oral report on American Management Association website
10. Market Segmentation
11. Preliminary group Marketing Plan presentation to peer focus groups
12. Product and Services Strategy
13. New-Product Development and Product Life Cycle Strategies
14. Pricing Products: Considerations and Approaches
15. Pricing Products: Pricing Strategies
16. Integrated Marketing Communications Strategy
17. Direct and On-Line Marketing: The New Marketing Model
18. Marketing and Society: Social Responsibility and Marketing Ethics
19. Final group Marketing Plan for original prototype product or service

6. **References.** *[Provide 3 - 5 references on which this course is based and/or support it.]*

1. Kotler & Armstrong, 2001, *Principles of Marketing*, Upper Saddle River: Prentice-Hall, Inc.
2. Shimp, Terrence A., 2001, *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications*, New York: Dreyden Press
3. Cambridge University Press, *Marketing the American Creed Abroad: Diasporas in the U.S. & Their Homelands*

7. **List Faculty Qualified to Teach This Course.**

Other Business Program faculty

8. **Frequency.**

a. Projected semesters to be offered: Fall 1 Spring 1 Summer

9. **New Resources Required.**

- a. Computer (data processing), audio visual, broadcasting needs, other equipment
- b. Library needs
- c. Facility/space needs

10. **Consultation.**

Attach consultation sheet from all program areas, Library, and others (if necessary)

11. If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

Proposer of Course

Date