

# BUTTE COLLEGE

## COURSE OUTLINE

### I. CATALOG DESCRIPTION

**BUS 27 - Introduction to Marketing**

**1 Unit(s)**

**Prerequisite(s):** NONE

**Recommended Prep:** BUS 26

**Transfer Status:** CSU

17 hours Lecture

This course introduces the basic principles and practices of business marketing. Following a discussion of what marketing entails, students learn to conduct marketing research, understand consumer behavior, develop a competitive advantage and select target markets. The emphasis is on devising appropriate strategies and tactics relating to the "4 Ps" of marketing: Product, Price, Promotion and Place.

### II. OBJECTIVES

Upon successful completion of this course, the student will be able to:

- A. Explain key marketing concepts and terms, such as marketing, market gap analysis, product, product life cycle, competitive advantage, product differentiation, product mix and market segment.
- B. Describe the factors affecting pricing and apply standard mark-up and mark-down procedures.
- C. Devise a sample budget for promotional expenses, emphasizing use of the objective-and-task budgeting approach.
- D. Identify and describe the steps in the personal selling process and the role of personal selling in the promotion mix.
- E. Develop a promotion plan for a hypothetical business, integrating the use of advertising, publicity, social media, sales promotion and personal selling.
- F. Develop an advertising campaign, including media selection, timing and writing and/or designing effective copy.
- G. Describe elements of the distribution channel, including a multi-channel approach that might appropriately be used with a consumer product.
- H. Apply business principles and think critically to: evaluate business opportunities; determine competitive advantages; devise preliminary marketing strategies; and identify problems and develop solutions to deal with them.

### III. COURSE CONTENT

#### **A. Unit Titles/Suggested Time Schedule**

Lecture	
<u>Topics</u>	<u>Hours</u>
1. Marketing: An Introduction	1.00
2. Using Data to Make Informed Decisions	1.50
3. Consumer Behavior Basics	2.00
4. Marketing Segmentation and Target Marketing	1.50
5. Marketing Strategy: Developing a Competitive Advantage	1.00
6. "Product" (Tangible and Intangible Products, Branding, Packaging, Product Life Cycle, Inventory Purchase and Control)	2.00
7. "Price" (Methods for Determining and Adjusting Price)	1.00

8. "Place" (Distribution Channels, e-Commerce, Physical Distribution, Location, Atmospherics and In-Store Layout)	1.00
9. "Promotion" (Advertising, Publicity, Sales Promotion, Social Marketing and Personal Selling)	2.00
10. Budgeting for Marketing Expenditures and Assessing Results	1.00
11. Writing a Marketing Plan	3.00
Total Hours	17.00

#### **IV. METHODS OF INSTRUCTION**

- A. Lecture
- B. Guest Speakers
- C. Class Activities
- D. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- E. Discussion
- F. Reading Assignments
- G. Multimedia Presentations
- H. Independent Research for Developing a Business Plan

#### **V. METHODS OF EVALUATION**

- A. Exams/Tests
- B. Quizzes
- C. Projects
- D. Homework
- E. Class participation

#### **VI. EXAMPLES OF ASSIGNMENTS**

- A. Reading Assignments
  1. Read the text information about distribution channels and gather additional information online, as necessary. For a list of specific products and target markets (provided), identify and describe the distribution channel(s) that you would use and present a rationale as to why each would be appropriate. Prepare for in-class discussion of your ideas.
  2. Read the text information about market segmentation and target market selection. In particular, focus on mass marketing, multiple target marketing and single target marketing approaches. Prepare for an in-class application and discussion of the relative advantages and disadvantages of these approaches.
- B. Writing Assignments
  1. Read the text information pertaining to the Product Life Cycle (PLC) and research on the Internet to gather data to support your determination as to whether your product is in the Introductory, Growth, Maturity or Decline stage. Using descriptive sentences, characterize your product type in terms of sales potential, profit potential, level of competition and customer group(s). Then, for this stage of the PLC, devise your company's strategy relative to each of the four Ps: Product, Price, Promotion and Place. Write all of this information in a two- to three-page report, using a format that effectively organizes and presents your analysis and ideas.
  2. Describe a small retail business you could possibly see yourself opening and identify your target customers and operational needs. Assess 3 possible business locations in the local area in terms of the "retail location filters" presented in your textbook. Write up your assessment and select the optimal location, providing your rationale (approximately three to five pages, total).

### C. Out-of-Class Assignments

1. Read the text material relating to primary and secondary research. For an entrepreneurial opportunity of your choice, specify secondary research that might support your business decisions (and where you would acquire it). Describe the purposes for which you might engage in primary research and identify feasible primary research approaches you might use. Brainstorm some of the open- and closed-ended questions that you might include in a survey or for use with a focus group. Your write-up will be approximately five- to seven-pages long.
2. Flesh out the “marketing plan” component of your small business plan (ten- to twelve-pages). Describe your business (including the industry in which you operate, your products and services and your market share); identify and characterize your target market(s); assess your competition (and their competitive strategies/advantages); perform a SWOT analysis (Strengths/Weaknesses/Opportunities/Threats); list your goals and tactics (including your promotional plan); create a sample advertising campaign; and devise your marketing budget.

### VII. RECOMMENDED MATERIALS OF INSTRUCTION

#### Textbooks:

- A. Pool, J.. Marketing for Solos: THE Ultimate How-To Guide for Marketing Your One Person Small Business Successfully. 1st Edition. 3 BAR Press, 2011.
- B. Nicholas, J., Johnson, J-C. and LeMoine, M.. Small Business Marketing: Your Ultimate Guide. 1st Edition. JE2000, LLC, 2013.
- C. Levinson, J.C. and Levinson, J.. The Best of Guerrilla Marketing: Guerrilla Marketing Remix. 1st Edition. Entrepreneur Media, Inc., 2011.

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