

Las Positas College
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Course Outline for MKTG 50
INTRODUCTION TO MARKETING
Effective: Fall

I. CATALOG DESCRIPTION:

MKTG 50 — INTRODUCTION TO MARKETING — 3.00 units

Marketing as an exchange process involving all members of society; research on the demographic and behavioral dimensions of markets; analyses of marketing strategies and the social, cultural, economic, competitive and legal factors affecting marketing mix decisions.

3.00 Units Lecture

Grading Methods:

Discipline:

	MIN
Lecture Hours:	54.00
Total Hours:	54.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:

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

- A. explain the role of macro-and micro-marketing in society;
- B. identify marketing functions and how marketing institutions work in the exchange process;
- C. describe societal aspects of marketing within the USA, with adjacent neighbors, and with trading partners;
- D. analyze how marketing systems and processes have application to every individual as well as to business and non-business organizations;
- E. identify appropriate research methods to gain information about demographic and behavioral characteristics of customers;
- F. make introductory analyses of marketing strategies involving company mission, goals and objectives, portfolios, market development, product development;
- G. explain levels, bases, and strategies to market segmentation, targeting, positioning for competitive advantage in the USA and in other countries;
- H. describe factors affecting the development of new products, the life cycle of products, branding and labeling, and the combining of product to service
 - I. identify various strategies and consideration that are involved in pricing products and services;
 - J. specify the characteristics of various distribution channels and marketing systems;
- K. describe the various types of retailers and give examples of each;
- L. discuss the processes and advantages of integrated marketing communications in product and service marketing;
- M. describe societal issues related to the marketing of products and services.

V. CONTENT:

VI. METHODS OF INSTRUCTION:

- A. **Lecture** -

VII. TYPICAL ASSIGNMENTS:

- A. Read the chapter on Business and consumer Decision making Processes
- B. Answer the Study Guide questions for this chapter
- C. View the video case study and write a one-page analysis

VIII. EVALUATION:

- A. **Methods**
- B. **Frequency**

IX. TYPICAL TEXTS:

- 1. McCarthy *Essentials Of Marketing.*, Irwin, 1999.
- 2. Gary Armstrong and Philip Kotler *Marketing: An Introduction.*, Prentice-Hall Publishing, 2000.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

