

Las Positas College
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Course Outline for MKTG 50

INTRODUCTION TO MARKETING

Effective: Spring 2018

I. CATALOG DESCRIPTION:

MKTG 50 — INTRODUCTION TO MARKETING — 3.00 units

Marketing as a value exchange process involving all societal members; an overview of product development, pricing, placement, and promotion; Target markets including the demographic and behavioral dimensions of markets; analyses of marketing placement and pricing strategies and the social, cultural, economic, competitive and legal factors affecting marketing mix decisions.

3.00 Units Lecture

Strongly Recommended

ENG 1A - Critical Reading and Composition
with a minimum grade of C

Grading Methods:

Letter or P/NP

Discipline:

- Business or
- Management or
- Marketing

	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:

Before entering this course, it is strongly recommended that the student should be able to:

A. ENG1A

1. Critically read texts and materials from a variety of academic and cultural contexts, demonstrating in writing and discussion the ability to:
 - a. Summarize a thesis and main points;
 - b. Analyze main ideas;
 - c. Evaluate the validity and logic of the text's reasoning and support;
 - d. Create a coherent position or argument based on reading;
2. Write multiple-paragraph papers that:
 - a. Accurately and appropriately respond to a given assignment;
 - b. Develop a relevant, focused thesis;
 - c. Are well-organized and coherently move from coordinating to subordinating points;
 - d. Are well-developed with sufficient and relevant evidence;
 - e. Synthesize facts and ideas originating outside his/her direct experience to develop and support a thesis;
 - f. Use standard American English correctly;
3. Research a specific topic using the Internet, databases, journals, and books demonstrating an ability to:
 - a. Review sources for relevant evidence and arguments;
 - b. Integrate researched material into his/her own writing with appropriate context, explanation, punctuation, and citation;

IV. MEASURABLE OBJECTIVES:

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

- A. identify marketing functions and how marketing institutions work in the exchange process;
- B. describe societal issues and cultural aspects, which influence marketing strategies;
- C. analyze how marketing systems and processes apply through society;
- D. identify efficient research methods to gain demographic information and behavioral characteristics of customers;
- E. explain levels, bases, and strategies to market segmentation, targeting, and positioning to develop the competitive advantage
- F. describe factors affecting the development of new products, the life cycle of products, branding and labeling, and the combining of product to service
- G. identify various strategies and consideration that are involved in pricing products and services;
- H. specify the characteristics of various distribution channels and marketing systems;

- I. describe the various types of retailers and give examples of each;
- J. discuss the processes and advantages of integrated marketing communications in product and service marketing;

V. CONTENT:

- A. Marketing's Roles in Society
 - 1. Historical
 - 2. Impact of Business Environments
 - 3. Global Transactions
- B. The Exchange Process
 - 1. Value Creation
 - 2. Filling a Need
- C. Marketing Concept
 - 1. Cultural, societal, national, and international impacts
 - 2. Four aspects - Product, Price, Place, Promotion
- D. Systems and processes for varying constituents
 - 1. Business to Business vs. Business to Consumer
 - 2. Profit vs Non-Profit
 - 3. Governmental entities
 - 4. Consumer directed
 - 5. Manufacturers
- E. Research
 - 1. Primary vs. Secondary data
 - 2. Behavioral
 - 3. Focus Groups, Surveys, Test Markets
 - 4. Governments' Role
- F. Marketing-Decision Data
 - 1. Demographic and Life Style assessments
 - 2. Intra- and Inter-personal variables
 - 3. Lifestyle analysis
 - 4. Scientific method
 - 5. Cultural analysis
- G. Determining the appropriate markets
 - 1. Segmenting
 - 2. Targeting
 - 3. Positioning
- H. Value Creation: Tangible and Intangible Products
 - 1. Developing New Products
 - 2. Unique Service and Intangible Product Concerns
 - 3. Branding
 - 4. Packaging
- I. Value Capture: Pricing
 - 1. Pricing Objectives
 - 2. Strategic Pricing Methods
 - 3. Pricing Options
- J. Value Delivery: Placement
 - 1. Channel and Supply Chain Design
 - 2. Channel and Supply Chain Management
 - 3. Retailing
 - 4. Multi-channel marketing
- K. Value Communication: Promotion
 - 1. Integrated Marketing communications
 - 2. Advertising
 - 3. Public Relations
 - 4. Promotions
 - 5. Personal Selling

VI. METHODS OF INSTRUCTION:

- A. **Lecture** -
- B. **Audio-visual Activity** -
- C. **Written exercises and case studies** -
- D. **Projects** -
- E. **Classroom Activity** -

VII. TYPICAL ASSIGNMENTS:

- A. After the lecture on Consumer Decision making processes within a group, identify the specifics of the process using the product assigned.
- B. Answer the Study Guide questions for this chapter
- C. View the video case study. Identify the three positioning decisions. Write a 1000 word analysis discussing the options, the decisions, and the outcome.
- D. Create a new product. Select the target market. Identify the distribution channel(s) and the pricing strategy. Develop the packaging. Create three promotional ideas.

VIII. EVALUATION:

A. **Methods**

- 1. Exams/Tests
- 2. Papers
- 3. Oral Presentation
- 4. Group Projects
- 5. Home Work

B. **Frequency**

- 1. The frequency and types of evaluation are dependent on the needs of the students and the pedagogy followed by the instructor of the section.
- 2. Quizzes and tests will be given throughout the semester to complement other assessment tools.
- 3. A final exam will be given.
- 4. Homework will be assigned to reinforce the learning experiences of the students.
- 5. Research papers may be assigned on either selected or approved topics.
- 6. Students will have a semester project which may include an oral presentation, a marketing plan, or a multi-media play for

example.

IX. TYPICAL TEXTS:

1. Solomon, Michael, Greg Marshall, and Elnora Stuart. *Marketing: Real People, Real Choices*. 9th ed., Pearson, 2018.
2. Lamb, Charles, Joe Hair, and Carl McDaniel. *Marketing*. 11th ed., Cengage, 2018.
3. Boone, Louise, and David Kurtz. *Contemporary Marketing*. 17th ed., Cengage, 2016.
4. Kerin, Rogert, and Steven Hartley. *Marketing*. 13th ed., McGraw-Hill, 2017.

X. OTHER MATERIALS REQUIRED OF STUDENTS: