## BUSN056 - Marketing Principles

### General Information

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
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<tbody>
<tr>
<td>Author(s):</td>
<td>Tech Support</td>
</tr>
<tr>
<td>Proposal Start:</td>
<td>2017SU</td>
</tr>
<tr>
<td>Distance Education Approved:</td>
<td>Yes</td>
</tr>
<tr>
<td>TOP Code:</td>
<td>0509.00</td>
</tr>
<tr>
<td>TOP Name:</td>
<td>Marketing and Distribution</td>
</tr>
<tr>
<td>CIP Code:</td>
<td>52.1801</td>
</tr>
<tr>
<td>CIP Name:</td>
<td>Sales, Distribution, and Marketing Operations, General</td>
</tr>
<tr>
<td>SAM code:</td>
<td>C = Clearly Occupational</td>
</tr>
<tr>
<td>Course Control Number:</td>
<td>CCC000250476</td>
</tr>
<tr>
<td>Curriculum Committee Approval Date:</td>
<td>04/20/2015</td>
</tr>
<tr>
<td>Board of Trustees Approval Date:</td>
<td>06/16/2015</td>
</tr>
<tr>
<td>External Review Approval Date:</td>
<td>07/02/2015</td>
</tr>
<tr>
<td>Course Description:</td>
<td>This course gives students the opportunity to develop an overall understanding of marketing functions and their role in society. This course covers various activities involved in the transfer of goods from producer to consumer. Retail, wholesale, industrial, and online marketing channels and institutions are investigated. The marketing concept, promotional strategies, pricing policies, and international marketing are also explored.</td>
</tr>
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</table>

### Submission Rationale:


### Faculty Minimum Qualification Requirements

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
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<tbody>
<tr>
<td>Master Discipline Preferred:</td>
<td>Business</td>
</tr>
<tr>
<td>Alternate Master Discipline</td>
<td>No value</td>
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## Course Development Options

<table>
<thead>
<tr>
<th>Course</th>
<th>Allow Grade</th>
<th>Basic Number Options</th>
<th>Skill of Status Retakes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

- Course 0 is not a basic skills course.

- Allow Students to Gain Credit by Exam/Challenge

<table>
<thead>
<tr>
<th>Reason</th>
<th>Allow Policy for Credit Description By Exam/Challenge</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
</tbody>
</table>

## Transferability & Gen. Ed. Options

- Request Transferability for Status Transferability

- Approved to CSU only

## Units and Hours

- Preferred: Bachelors or Associates Discipline: No value
- Preferred: Additional Bachelors or Associates Discipline: No value

- Units and Hours

<table>
<thead>
<tr>
<th>Course</th>
<th>Basic Skill Status</th>
<th>Allowed Number of Retakes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

- Grade Options:
  - Course is not a basic skills course.
  - Letter Grade methods: Pass/No Pass

- Rationale for Retake Policy Description

- Allow Students To Audit Course

- No value

- No value
### Summary

<table>
<thead>
<tr>
<th>Minimum Credit Units</th>
<th>Total Course</th>
<th>Total Course</th>
<th>Total Student Learning Hours</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>In-Class (Contact) Hours</td>
<td>Out-of-Class Hours</td>
<td></td>
</tr>
<tr>
<td></td>
<td>54</td>
<td>108</td>
<td>162</td>
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</table>

<table>
<thead>
<tr>
<th>Maximum Credit Units</th>
<th>Total Course Out-of-Class Hours</th>
<th>Faculty Load</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>108</td>
<td></td>
</tr>
</tbody>
</table>

### Detail

#### Weekly Student Hours

<table>
<thead>
<tr>
<th>In Class</th>
<th>Out Class</th>
<th>Class</th>
<th>Lecture Hours</th>
<th>Lab Hours</th>
<th>Activity Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

#### Course Student Hours

- **Course Duration (Weeks):** 18
- **Course In-Class (Contact) Hours:** Total 54
- **Course Out-of-Class Hours:** Total 108
- **Courses:**
  - Lecture
  - Lab
  - Activity
- **Hours per unit divisor:**
- **Total:**
  - Lecture
  - Lab
  - Activity
  - Total: 08
Units and Hours - Weekly Specialty Hours

Requisites

Entrance Skills

<table>
<thead>
<tr>
<th>Skill</th>
<th>Content Review</th>
</tr>
</thead>
<tbody>
<tr>
<td>No value</td>
<td>No value</td>
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</tbody>
</table>

Limitations on Enrollment

Specifications

Methods of Instruction

Rationale

Distance Education

The instructor uses PowerPoint notes, videos and discussion forums to provide marketing information and methodology. Through the use of an online
course management system, discussions are moderated, assignments are posted and grades are provided. Reminders and/or conferences are sent through electronic mail and/or telephone contact. Class participation is part of how students are assessed.

Lecture
The instructor presents course content.

Instructor Facilitated Discussions
Students discuss best marketing practices.
Hands-on Activities
Instructor facilitates students conducting information interviews with marketing professionals.

Assignments
Writing
- Read chapter 7 in the *Principles of Marketing* text and review the relevant approaches for evaluating target market segments.

Using the survey and research tools discussed in the chapter, create a comprehensive
target market analysis for your proposed new product or service and submit as directed.

Outside Interview a marketing manager and discuss the challenges and rewards of developing a relevant and responsive marketing mix for a specific product or service. Write a two paragraph analysis detailing your
comprehension of their marketing strategies for their company's marketing portfolio.

Critical Thinking - Develop a marketing plan and presentation based on your market research and your sales forecasts and explain how your plans will effectively reach your target customers. Include an assessment of the 4 P's: product,
place, price and promotion in your discussion.

Methods of Evaluation

Rationale

Other
1. Case study analyses
2. Opinion papers
3. Research paper
4. Homework assignments
5. Exams

Equipment

value

Textbooks

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher</th>
<th>Date</th>
<th>ISBN</th>
</tr>
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<tbody>
<tr>
<td>Solomon, Marshall, Stuart</td>
<td>Marketing, Real People, Real Choices 7</td>
<td>Pearson</td>
<td>2013</td>
<td>978-0132176842</td>
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Learning Outcomes and Objectives

Course Objectives

- Evaluate the nature of the U.S. marketing system in terms of its scope and importance to our economic system.
- Apply marketing principle concepts to the roles of all stakeholders in the market place.
- Describe how strategic marketing principles are applied to the development and growth of new product pursuits within the context of current socio-economic, technological, legal, and international environments.
- Discuss the marketer’s tasks and challenges in providing goods and services to various stakeholders.
- Demonstrate an understanding of the nature of marketing and marketing management.
- Articulate the importance of ethical behavior in relation to Marketing Management Strategies.
- Discuss the impact of the micro and macroeconomic environments on Marketing Strategies.
- Demonstrate an understanding of the elements of a marketing plan and be able to identify the information required for each element.
- Identify the elements in the marketing mix and know how to blend them to serve the target market.
- Discuss consumer behavior and how it relates to successful pricing strategies and tactics and effective market segmentation approaches.
- Demonstrate an understanding of how to incorporate advertising, pricing, and sales promotions and strategies into an effective Marketing Plan.

CSLOs

Conduct market research and use strategic marketing principles to develop a new product or service. Ex[4/22]pected SLO Performance: 60
Analyze the extent of the marketer's task in providing goods and services to customers.

Course Outline

1. Marketing - Managing Profitable Customer Relationships
2. Understanding the Marketplace and Consumer Needs
3. Designing a Customer-driven Marketing Strategy
4. Preparing a Marketing Plan Program
5. Capturing Value from Customers
6. Marketing Strategy and the Marketing Mix
7. Measuring and Managing Return on Marketing
8. The Marketing Environment
   1. Macro
   2. Micro
9. Managing Marketing Information
10. Market Research
11. Consumer Markets and Behavior
12. Business Markets and Behavior
13. Market Segmentation, Target Marketing and Competitive Advantage
14. Product, Services and Branding Strategies
16. Pricing Strategies
17. Marketing Channels and Supply Chain Management
18. Retailing and Wholesaling
19. Advertising, Sales Promotion and Public Relations
20. Marketing in the Digital Age
21. Global Marketing
Distance Learning

I. Need/Justification What is the intent in offering the course by distance education? How will learning be enhanced by the delivery of this course by distance education?

A distance learning format for this course will provide viable options for students who otherwise might not be able to take a marketing principles course due to other work and family commitments. Distance learning courses in this field serve students with varied work schedules and the outcomes benefit students and employers.

II. Regular and Effective Contact Please fill out the table to indicate the number of hours for each method of instruction.

A. Regular and Effective Contact
Describe how you will achieve regular and effective contact with your students. Indicate type, number and purpose of instructor-student contacts per semester.
Contact Type: E-mail
Activity Hours: 6 - 7
Purpose: Instructor communicates with students via consistent and thoughtful email feedback on assignments. Instructor engages in frequent and relevant dialogue throughout the semester on pertinent marketing topics.
Contact Type: Lecture
Activity Hours: 7 - 7
Purpose: Instructor creates and presents lectures to demonstrate the importance and value of marketing principles and the issues in local and global economies.
Contact Type: Discussion Forum
Activity Hours: 18 - 20
Purpose: Instructor creates and monitors 2-4 discussion forums per week to engage students and present critiques on their responses to topic-related and interpretation questions.
Contact Type: Case Studies
Activity Hours: 16 - 18
Purpose: Instructor presents case studies drawn from Silicon Valley and global current examples. Instructor monitors and critiques student responses ranging from one-page recommendations to a final research paper.
Contact Type: Videos
Activity Hours: 7 - 8
Purpose: Instructor shares pertinent videos about marketing principles topics. Among the videos selected, the Kauffman Founders School videos are very current and instructional. The instructor provides discussion prompts that lead to valuable discussions about the video clips.

B. Student Activities
Describe type, number and purpose of student assignments.
Contact Type: E-mail
Activity Hours: 6.00 - 7.00
Purpose: Faculty initiates weekly ongoing threaded e-mail conversations with students in the course.
Contact Type: Chat Rooms
Activity Hours: 3.00 - 4.00
Purpose: Faculty conducts periodic chat room sessions with students.
Contact Type: Online Course Management System  
Activity Hours: 5.00 - 6.00  
Purpose: This course delivers content, structures student-to-student and faculty interaction, and provides the platform for collecting and tracking assignments using the WVC online course management system.

Contact Type: Lecture  
Activity Hours: 10.00 - 12.00  
Purpose: Students read, watch, and/or listen to content delivered by one or more of the following methods: PowerPoint presentations, webinars, published links, published articles.

Contact Type: Discussion Forum  
Activity Hours: 12.00 - 14.00  
Purpose: Students participate in mandatory weekly discussion forums on topics where students are expected to review materials, offer their opinions, and provide feedback to comments posted by other students. In addition to a weekly discussion forum topic, there is also an ongoing discussion forum where students can ask questions of the instructor or other students, and students can share interesting articles they found regarding sales related topics.

Contact Type: Case Studies  
Activity Hours: 13.00 - 14.00  
Purpose: Students participate in case studies drawn from current Silicon Valley and global examples. Case studies arrange from a one-page recommendation to a final research paper.

Contact Type: Videos  
Activity Hours: 5.00 - 6.00  
Purpose: Students view videos that are used to supplement reading and course material.

C. Sample Assignment  
Describe a distance learning assignment.  
Respond to this discussion prompt: Successful marketing focuses on marketers' keen awareness of customer wants and demands. Despite marketers' strategic and thoughtful planning, some people argue that marketing is "mass manipulation." Do you think marketing is a strategic approach or mass manipulation? Please support your point of view with relevant examples and submit your answer in the designated forum.

D. Methods of Evaluation  
Describe a distance learning method of evaluation.  
Students are expected to post to required weekly forums. Students also complete weekly homework assignments, take three exams, and submit a final marketing plan project.

III. How will students meet each course objective in a distance learning environment? Please include an example of a method of instruction, student assignment and method of evaluation for each objective.

IV. Describe how students will access instructional materials and resources. If you require students to purchase specific software, please describe how it will be available to students.
V. Distance education courses, resources, and materials must be designed and delivered in such a way that the level of communication and course-taking experience is the same for students with or without disabilities. 

Describe how this course (instruction, materials, (videos, documents, Powerpoints), and resources outside the LMS) is accessible to students with disabilities.

All course materials are accessible and compliant with Electronic and Information Technology Section 508, Rehabilitation Act of 1973 (amended 1998, 2000) and California SB 105 (September 2002). This includes content and instructional systems such as the course management system. The West Valley Distance Learning Course Accessibility Checklist is available at http://www.westvalley.edu/desp/docs/DESP_508_simplified_checklist_basic.pdf.

VI. What resources or technical support are necessary for students and/or faculty to offer the course by distance education?