

BUMA 027: MARKETING

Originator

pstegeman

Justification / Rationale

correct change from conversion from curricunet. With some future changes, we can look at also making this an online class.

Effective Term

Fall 2019

Credit Status

Credit - Degree Applicable

Subject

BUMA - Business/Management

Course Number

027

Full Course Title

Marketing

Short Title

MARKETING

Discipline**Disciplines List**

Business

Modality

Face-to-Face

Catalog Description

This course is the study of market structures, channels of distribution, pricing and price policy, and market research. The course emphasizes the relationship of human behavior and culture to marketing activities. The student participates in individual and class projects designed to reinforce basic marketing theory and concepts.

Schedule Description

This course is the study of market structures, channels of distribution, pricing and price policy, and market research.

Lecture Units

3

Lecture Semester Hours

54

Lab Units

0

In-class Hours

54

Out-of-class Hours

108

Total Course Units

3

Total Semester Hours

162

Required Text and Other Instructional Materials

Resource Type

Book

Open Educational Resource

No

Formatting Style

APA

Author

Charles Lamb, Joseph Hair, Jr, Carl McDaniel

Title

MKTG 12: Principles of Marketing

Edition

12

City

Boston

Publisher

Cengage

Year

2018

College Level

Yes

ISBN #

978-1337407588

Class Size Maximum

40

Course Content

1. Historical perspective and modern marketing of products of services
2. Perception, marketing stimuli, and consumer
3. Demographics
4. Psychographics
5. Culture and cross-cultural influences
6. Market segmentation and product positioning
7. Pricing strategies and theories
8. Distribution strategies and theories
9. Marketing management
10. Retailing and shopping behavior
11. Consumerism and marketing's responsibility to the consumer.

Course Objectives

	Objectives
Objective 1	Compare and contrast marketing strategies
Objective 2	Analyze methods employed in the pricing and distribution of goods.
Objective 3	Analyze, formulate and interpret problem situations through projects applying the principles and concepts of marketing and consumer behavior.
Objective 4	Critically evaluate factors and processes associated with formulating marketing strategy.

Objective 5 Employ relevant printed resource materials and other media in resolving questions pertinent to the study of marketing.

Objective 6 Analyze relevant data for marketing decisions and formulating policy in marketing problems.

Student Learning Outcomes

Upon satisfactory completion of this course, students will be able to:

Outcome 1 Apply the principles and concepts of marketing and consumer behavior to analyze, evaluate, and formulate marketing strategy.

Outcome 2 Evaluate relevant data for making decisions and formulating policies in marketing situations.

Outcome 3 Collaborate with peers to interpret and address challenges common to marketing professionals.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Lecture	Lectures will include theory and application of theory to real-world situations, examples of marketing successes and failures, videos and website analysis
Discussion	Class and group discussions will give students experience in critiquing marketing programs and strategies, debating theories, understanding research
Collaborative/Team	Exercises will give students hands-on experience in applying theories to examples, groups will write marketing strategies and plans as well as improve others plans

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Group activity participation/observation	Work with group to develop different parts of the marketing mix, beginning in class and extending out of class, taking approximately 15 hours outside of class.	In and Out of Class
Student participation/contribution	In class participation in group and class discussion	In Class Only
Tests/Quizzes/Examinations	Weekly or biweekly quizzes outside of class, approximately 10 hours for quizzes and 20 hours of study	Out of Class Only
Written homework	Weekly homework requiring understanding textbook theory then application of theory to real world situations requiring approximately 32 hours of reading, research, and writing	Out of Class Only
Term or research papers	Students in groups develop marketing plan to solve particular issue, develop presentation, then present to a panel of judges. Approximately 25 hours out of class	In and Out of Class

Assignments

Other In-class Assignments

1. Special reports by students, in group or individually.
2. Participation in class research projects involving the collection, compilation and interpretation of data, including the composition of oral reports.

Other Out-of-class Assignments

1. Readings in the textbook and in recommended supplementary literature.
2. Critical evaluation of marketing trends and consumer advocacy programs including material from group discussions and lectures.
3. Participation in class research projects involving the collection, compilation and interpretation of data, including the composition of written reports.

Grade Methods

Letter Grade Only

MIS Course Data**CIP Code**

52.0201 - Business Administration and Management, General.

TOP Code

050100 - Business and Commerce, General

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Program Applicable

Transfer Status

Transferable to CSU only

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Approvals**Curriculum Committee Approval Date**

11/6/2018

Academic Senate Approval Date

11/29/2018

Board of Trustees Approval Date

12/14/2018

Chancellor's Office Approval Date

1/07/2019

Course Control Number

CCC000599873

Programs referencing this course

Real Estate Development Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=102>)
Real Estate Development Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=103>)
General Business Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=115>)
Golf Management Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=116>)
Retail Management Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=119>)
Small Business Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=120>)
Intermediate Culinary Arts Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=125>)
Basic Film Production Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=149>)
General Business AS Degree (<http://catalog.collegeofthedesert.eduundefined?key=190>)
Basic Radio Production Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=197>)
Business Information Worker - Manager Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=200>)
Advanced Commercial Music Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=219>)
Golf Management AA Degree (<http://catalog.collegeofthedesert.eduundefined?key=22>)
Applications and Information Systems AS Degree (<http://catalog.collegeofthedesert.eduundefined?key=223>)
Business Information - Marketing Specialist Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=224>)
Social Media Marketing (<http://catalog.collegeofthedesert.eduundefined?key=226>)
Social Media Marketing (<http://catalog.collegeofthedesert.eduundefined?key=227>)
Liberal Arts: Business and Technology AA Degree (<http://catalog.collegeofthedesert.eduundefined?key=27>)
Hospitality Management AS Degree (employment preparation) (<http://catalog.collegeofthedesert.eduundefined?key=60>)
Film Production AS Degree (<http://catalog.collegeofthedesert.eduundefined?key=69>)
Agriculture Office Professional Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=85>)