MGT150

MARKETING

3 Credit Hours

Prepared by
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MGT150 MARKETING

I. CATALOGUE DESCRIPTION

A. Prerequisite: Reading Co-requisite

B. 3 Credit Hours

C. Marketing is an introduction to market sensing, interpretation, value creation, analytics, feedback and control. This course considers what is happening in the marketplace interprets those happenings to create value directed at satisfying the needs and wants of consumers through the exchange processes (F, S, Su, O)

II. EXPECTED LEARNING OUTCOMES / ASSESSMENT MEASURES

<table>
<thead>
<tr>
<th>Describe market sensing</th>
<th>In-class exercises, discussion, exams, project</th>
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<tbody>
<tr>
<td>Describe the marketing exchange process</td>
<td>In-class exercises, discussion, and quizzes</td>
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<tr>
<td>Define Market interpretation.</td>
<td>In-class exercises, discussion, group projects</td>
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<td>Analyze market value creation</td>
<td>In-class exercises, discussion, and quizzes</td>
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<tr>
<td>Analyze market analytics, feedback and control</td>
<td>In-class exercises, discussion, and quizzes</td>
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<tr>
<td>Explain how to manage market information, consumer and business buying behavior, segmentation, targeting, and positioning</td>
<td>In-class exercises, discussion, and quizzes</td>
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<tr>
<td>Appraise products, services, and branding strategies for new-products</td>
<td>In-class exercises, discussion, and quizzes</td>
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III. OUTLINE OF TOPICS

A. Marketing: Managing Profitable Customer Relationships (Chapter 1)
   1. What is marketing?
   2. Understanding the marketplace and consumer needs
   3. Designing a customer-driven marketing strategy
   4. Preparing a marketing plan and program
   5. Building customer relationships
   6. Capturing value from customers
   7. The new marketing landscape
   8. So, what is marketing? Pulling it all together
B. Company and Marketing Strategy: Partnering to Build Customer Relationships (Chapter 2)
   1. Companywide strategic planning: defining marketing’s role
   2. Planning marketing: partnering to build customer relationships
   3. Marketing strategy and the marketing mix
   4. Managing the marketing effort
   5. The marketing environment

C. The Marketing Environment (Chapter 3)
   1. The company’s microenvironment
   2. The company’s macro environment
   3. Responding to the marketing environment

D. Managing Marketing Information (Chapter 4)
   1. Assessing marketing information needs
   2. Developing marketing information
   3. Analyzing marketing information
   4. Distributing and using marketing information
   5. Other marketing information considerations

E. Consumer and Business Buyer Behavior (Chapter 5)
   1. Consumer markets and consumer buyer behavior
   2. Business markets and business buyer behavior

F. Segmentation, Targeting, and Positioning: Building the Right Relationships with the Right Customers (Chapter 6)
   1. Market segmentation
   2. Target marketing
   3. Positioning for competitive advantage

G. Product, Services, and Branding Strategy-(Chapter 7)
   1. What is a product?
   2. Product and service decisions
   3. Branding strategy: building strong brands
   4. Services marketing
   5. Additional product considerations

H. New-Product Development and Product Life-Cycle Strategies (Chapter 8)
   1. New- product development strategy
   2. Product life-cycle strategies
I. Product Considerations and Strategies (Chapter 9)
   1. What is a price?
   2. Factors to consider when setting prices
   3. General pricing approaches
   4. New-product pricing strategies
   5. Product mix pricing strategies
   6. Price-adjustment strategies
   7. Price changes
   8. Public policy and pricing

J. Marketing channels and Supply Chain Management (Chapter 10)
   1. Supply chains and the value delivery network
   2. The nature and importance of marketing channels
   3. Channel behavior and organization
   4. Channel design decisions
   5. Channel management decisions
   6. Public policy and distribution decisions
   7. Marketing logistics and supply chain management

K. Retailing and Wholesaling (Chapter 11)
   1. Retailing
   2. Wholesaling

L. Integrated Marketing communication: Advertising, Sales Promotion, and Public Relations (Chapter 12)
   1. The marketing mix
   2. A view of the communication process
   3. Setting the overall communication mix
   4. Advertising
   5. Sales promotion
   6. Public relations

M. Integrated Marketing communication: Personal Selling and Direct Marketing (Chapter 13)
   1. Personal selling
   2. Managing the sales force
   3. The personal selling process
   4. Direct marketing
N. Marketing in the Digital Age (Chapter 14)
1. Major forces shaping the digital age
2. Marketing strategy in the digital age
3. E-marketing domains
4. Conduction e-commerce

O. The Global Marketplace (Chapter 15)
1. Global marketing in the twenty-first century
2. Looking at the global marketing environment
3. Deciding whether to go international
4. Deciding which markets to enter
5. Deciding how to enter the market
6. Deciding on the global marketing program
7. Deciding on the global marketing organization

P. Marketing and Society: Social Responsibility and Marketing Ethics (Chapter 16)
1. Social criticisms of marketing
2. Criticisms and public actions to regulate marketing
3. Business actions toward socially responsible marketing

Q. Final Review (if time allows)

IV. METHOD(S) OF INSTRUCTION

A. Lecture

B. Class Discussions/Exercises

C. PowerPoint

D. Projects

V. REQUIRED TEXTBOOK(S) WITH PUBLICATION INFORMATION


VI. REQUIRED MATERIALS (STUDENT)

Notebook, paper, pencil, pen
VII. SUPPLEMENTAL REFERENCES

Newspapers, Periodicals

VIII. METHOD OF EVALUATION (BASIS FOR DETERMINING GRADE)

A. Weekly discussion/papers 150 points
B. Midterm/Final Tests 200 points
C. Projects 200 points
D. Attendance 100 points

IX. ADA AA STATEMENT

Any student requiring special accommodations should inform the instructor and the Coordinator of Disability Support Services (Technology Center 101; phone 636-481-3169).

X. ACADEMIC HONESTY STATEMENT

All students are responsible for complying with campus policies as stated in the Student Handbook (see College Website http://www.jeffco.edu).

XI. ATTENDANCE STATEMENT

Regular and punctual attendance is expected of all students. Any one of these four options may result in the student being removed from the class and an administrative withdrawal being processed: (1) Student fails to begin class; (2) Student ceases participation for at least two consecutive weeks; (3) Student misses 15 percent or more of the coursework; and/or (4) Student misses 15 percent or more of the course as defined by the instructor. Students earn their financial aid by regularly attending and actively participating in their coursework. If a student does not actively participate, he/she may have to return financial aid funds. Consult the College Catalog or a Student Financial Services representative for more details.

XII. OUTSIDE OF CLASS ACADEMICALLY RELATED ACTIVITIES

The U.S. Department of Education mandates that students be made aware of expectations regarding coursework to be completed outside the classroom. Students are expected to spend substantial time outside of class meetings engaging in academically related activities such as reading, studying, and completing assignments. Specifically, time spent on academically related activities outside of class combined with time spent in class meetings is expected to be a minimum of 37.5 hours over the duration of the term for each credit hour.