# 4/8/2021

# brcc keystone logo

Baton Rouge Community College

*Academic Affairs Master Syllabus*

Date Approved: 27 April 2021

Term and Year of Implementation: Spring 2022

**Course Title:** Principles of Marketing

**BRCC Course Rubric:** BUSN 2003

**Previous Course Rubric**: BUSN 201

**Lecture Hours per week-Lab Hours per week-Credit Hours**: 3-0-3

**Per semester: Lecture Hours-Lab Hours-Instructional Contact Hours**: 45-0-45

**Louisiana Common Course Number:** CMKT 2003

**CIP Code:** 52.1401

**Course Description:** Explores marketing as an exchange process involving all members of society. Examines the elements of the marketing mix (product, price, promotion, and distribution) and the social, cultural, economic, competitive, and legal factors affecting marketing mix decisions, as well as research on the demographic and behavioral dimensions of markets and marketing strategies. This course requires a materials fee.

**Prerequisites:**  BUSN 1003 (or BUSN 110) with a grade of C or better

**Co-requisites:** None

**Suggested Enrollment Cap:** 25

**Learning Outcomes.** *Upon successful completion of this course, the students will be able to:*

1. Explain the marketing function and its role in a business.

2. Explain the importance of marketing research.

3. Explain each element of the marketing mix (Product, Price, Promotion, and Distribution).

4. Identify types of marketing strategies used for various markets.

5. Analyze the environmental factors (social, cultural, economic, competitive, and legal) affecting marketing mix decisions.

**Assessment Measures.** Assessment of all learning outcomes will be measured using the following methods:

1. Homework, projects, presentations, and/or class work

2. Exams and/or quizzes

3. Common questions will be administered by all sections of the course at the end of the semester assessing the student's knowledge of the learning outcomes

4.

5.

6.

**Information to be included on the Instructor’s Course Syllabi:**

* ***Disability Statement*:** Baton Rouge Community College seeks to meet the needs of its students in many ways. See the Office of Disability Services to receive suggestions for disability statements that should be included in each syllabus.
* ***Grading:*** The College grading policy should be included in the course syllabus. Any special practices should also go here. This should include the instructor’s and/or the department’s policy for make-up work. For example in a speech course, “Speeches not given on due date will receive no grade higher than a sixty” or “Make-up work will not be accepted after the last day of class”.
* ***Attendance Policy*:** Include the overall attendance policy of the college. Instructors may want to add additional information in individual syllabi to meet the needs of their courses.
* ***General Policies*:** Instructors’ policy on the use of things such as beepers and cell phones and/or hand held programmable calculators should be covered in this section.
* ***Cheating and Plagiarism*:** This must be included in all syllabi and should include the penalties for incidents in a given class. Students should have a clear idea of what constitutes cheating in a given course.
* ***Safety Concerns:*** In some courses, this may be a major issue. For example, “No student will be allowed in the lab without safety glasses”. General statements such as, “Items that may be harmful to one’s self or others should not be brought to class”.
* ***Library/ Learning Resources:*** Since the development of the total person is part of our mission, assignments in the library and/or the Learning Resources Center should be included to assist students in enhancing skills and in using resources. Students should be encouraged to use the library for reading enjoyment as part of lifelong learning.

**Expanded Course Outline:**

I. Introduction to the Marketing Process

A. Creating Customer Relationships and Value

B. Developing Organizational and Marketing Strategies

C. Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility

II. Buyers and Markets

A. Consumer Behavior

B. Organizations as Customers

C. Global Consumers and Markets

III. Targeting Market Opportunities

A. Understanding Marketing Research

B. Market Segmentation, Targeting, and Positioning

IV. Satisfying Marketing Opportunities

A. Developing New Products and Services

B. Managing Successful Products, Services, Brands

C. Pricing Products and Services

D. Managing Marketing Channels and Supply Chains

E. Integrated Marketing Communications and Direct Marketing

F. Using Social Media to Connect with Consumers

G. Implementing Interactive and Mulitchannel Marketing