

CATALOG INFORMATION

Dept & Nbr: BUS 150 Title: ENTREPRENEURL MARKETING
Full Title: Entrepreneurial Marketing

Units	Course Hours	Per Week	Nbr of Weeks	Course Hours	Total
Max: 3.0	Lecture	3.0	17	Lecture	51.0
Min: 3.0	Lab	0.0		Lab	0.0
	Contact DHR	0.0		Contact DHR	0.0
	Contact Total	3.0		Contact Total	51.0
	Non-contact DHR	0.0		Non-contact DHR	0.0

Title 5 Category: 01 AA Degree Applic
Grading: GC Credit course for grade or CR/NC
Repeatability: 00 No repeatability allowed or defined
Also listed as:

CATALOG DESCRIPTION:

The nature, functions, and importance of marketing; analysis of the process of creating and distributing goods from identification of consumer needs, production, distribution, and consumer satisfaction; and the dynamic forces affecting marketing practices including: wholesale and retail operations, advertising, risk bearing, credit, transportation, merchandising, storing, assembling, grading, and standardizing.

PREREQUISITES:

COREQUISITES:

RECOMMENDED PREPARATION:

No advisories.

LIMITS ON ENROLLMENT:

SCHEDULE OF CLASSES INFORMATION:

Learn how you can cope with critically important marketing decisions. We'll discuss product development, pricing, promotion, and distribution considerations in a small business environment. (Grade or CR/NC)
Transfer Credit: CSU.

ARTICULATION and CERTIFICATE INFORMATION

ASSOCIATE DEGREE:	Effective:	Inactive:
Area:		
CSU GE:	Effective:	Inactive:
Transfer area:		
IGETC:	Effective:	Inactive:
Transfer area:		

CSU TRANSFER: TRANSFERABLE Effective: FALL 1981 Inactive:

UC TRANSFER: Effective: Inactive:

CAN:

CERTIFICATE APPLICABLE: C CERTIFICATE APPLICABLE COURSE

APPROVAL AND DATES

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Version 01 Submitted by: HENSELL/HIXENBAUGH Date: 12/12/2000
Department approved: Date:
Curriculum approved: 06/01/1981 Version approved: 06/01/1981
Prerequisites approved: 06/01/1981 Last reviewed: 12/12/2000
Term effective: FALL 1981 Last taught: FALL 2007 Inactive:

COURSE CONTENT

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OUTCOME AND OBJECTIVES:

1. Discuss the role of marketing in society.
2. Discuss the role of marketing within a business firm.
3. Discuss the importance of market segmentation in the development of a target market.
4. Identify the uncontrollable factors that must influence the evaluation of business opportunities.
5. Discuss a systematized approach to market research.
6. Discuss the various factors that may influence consumers buying behavior.
7. Describe the motivations and buying behavior of industrial and intermediate customers.
8. List the features of any product that make it attractive to potential consumers.
9. Describe the basic elements of product planning and the product life cycle.
10. Describe the essential elements of storage and physical distribution.
11. Discuss the strategy and tactics of retail marketing.
12. Discuss the strategy and tactics of wholesale marketing.
13. Describe the basics of planning and management of the promotional blend
14. Describe the importance and role of personal selling in the promotional blend.
15. List the essential elements of mass advertising.
16. List the objectives of effective product pricing.

TOPICS AND SCOPE:

1. Marketing's Role in Society
2. Marketing's Role within the Firm
3. Finding Target Marketing Opportunities
4. Evaluating Opportunities in Uncontrollable Environments
5. Getting Information for Marketing decisions
6. Final Consumers and their Buying Behavior
7. Industrial and Intermediate Customers and their Buying Behavior
8. Elements of Product Planning
9. Product Management and New Product Development
10. Product Management and New Product Development
11. Retailing
12. Wholesaling
13. Promotion -- Introduction
14. Personal Selling
15. Mass Selling
16. Pricing Objectives and Policies

ASSIGNMENTS:

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READING ASSIGNMENTS:

Students will be required to read and study the assigned chapters in the textbook, as well as assignments from handouts, library books, and magazines. Specific assignments may be given in business periodicals such as the Wall Street Journal, Business Week, U.S. News and World Report, and other periodical publications subscribed to by the Mendocino College Library.

WRITING ASSIGNMENTS:

Students will be required to complete two written examinations during the semester and a final written examination at the end of the semester. Additionally, students may be required to complete a mid-term paper of approximately 1000 words based upon their research in the business periodicals listed in "B" above.

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of two hours of independent work out of class for each unit of credit by doing the following:

1. Reading and studying the assigned chapters in the textbook.
2. Reading and studying the notes from classroom lectures and discussions.
3. Preparing for the written examinations listed in "C" above.
4. Researching and writing the mid-term paper described in "C" above.

ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING:

1. Evaluating the role of marketing in a business organization.
2. Analyzing market opportunities for the business firm.
3. Discussion of the buying behavior of various customer groups.
4. Recognition of the elements of product planning.
5. Comparison of the various elements of distribution channels
6. Comparison of the various elements of distribution channels

METHOD OF INSTRUCTION:

Lecture, discussion, handouts, examinations, reading assignments, homework, and analysis of current events.

METHODS OF EVALUATION:

1. Examinations, (approximately 75-90%): Students are required to take at least two examinations during the semester and a final examination. All examinations are written.
2. Written homework, (approximately 10-25%): Students are expected to complete timely written homework assignments based upon questions and business cases found at the end of each chapter of the text.
3. Mid-term paper, (approximately 0-15%): Students may be required to complete a mid-term paper of approximately 1000 words based upon their research in current business periodicals.

BASIS FOR GRADING:

The assignment of a grade is based on the level of achievement of the outcomes and objectives of the course outline and is reflected in quantifiable terms in the course syllabus.

REPRESENTATIVE TEXTBOOKS:

Contemporary Marketing, Brone & Kurtz, 8th (or current) edition; Drydon/Harcourt Bace Publishing.