

CATALOG INFORMATION

Dept & Nbr: BUS 151 Title: INTRODUCTION TO MARKETIN  
Full Title: Introduction to 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:

This course will explore the nature, functions, and importance of marketing. Topics covered will include consumer behavior, pricing, product development, market research, distribution, and elements of promotion such as public relations, advertising, direct mail, personal selling, and marketing on the Internet.

PREREQUISITES:

COREQUISITES:

RECOMMENDED PREPARATION:  
No advisories.

LIMITS ON ENROLLMENT:

SCHEDULE OF CLASSES INFORMATION:

This course will explore the nature, functions, and importance of marketing. Topics covered will include consumer behavior, pricing, product development, market research, distribution, and elements of promotion such as public relations, advertising, direct mail, personal selling, and marketing on the Internet. (Grade or CR/NC)  
Transfer Credit: CSU.

ARTICULATION and CERTIFICATE INFORMATION

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

CSU TRANSFER: TRANSFERABLE      Effective: FALL      2001      Inactive:

UC TRANSFER:                              Effective:                              Inactive:

CAN:

CERTIFICATE APPLICABLE:      C      CERTIFICATE APPLICABLE COURSE

APPROVAL AND DATES

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Version 01      Submitted by: STEVE HIXENBAUGH      Date: 02/08/2001  
    Department approved:      Date:  
    Curriculum approved: 02/08/2001      Version approved: 02/08/2001  
    Prerequisites approved:      Last reviewed: 02/08/2001  
Term effective: FALL      2001      Last taught: FALL      2008      Inactive:

COURSE CONTENT

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OUTCOME AND OBJECTIVES:

1. Understand the role of marketing in business.
2. Understand the role of marketing in society.
3. Understand the impact of e-commerce on the future of marketing.
4. Analyze and problem solve marketing case studies.
5. Understand the terminology used in marketing.
6. Identify the various components of a marketing plan.
7. Understand issues in international marketing.

TOPICS AND SCOPE:

1. The Nature of Marketing
2. Global Marketing
3. Marketing Ethics
4. Consumer Behavior
5. Market Segmentation and Target Customers
6. Product and Service Development
7. Distribution
8. Wholesaling
9. Retailing
10. Advertising
11. Sales Promotion
12. Personal Selling
13. Pricing
14. Public Relations
15. E-Commerce

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 several written assignments based on marketing case studies and / or a written marketing plan.

#### 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 above.
4. Researching and writing the case studies described above.
5. Reviewing video tape resources for detail.

#### METHOD OF INSTRUCTION:

Lecture, discussion, handouts, examinations, reading assignments, homework, video, Internet, guest speakers and analysis of current events. For the distance education version of this course, content is delivered using some form of distance technology such as television, videotape, audiotape, or the Internet. For telecourses, no less than eleven hours of personal contact between instructor and students shall be included through: group or individual meetings; orientation and review sessions; supplemental in-person activities. For online courses, instructor/student contact may take place in a face-to-face setting and/or through email or other electronic means. Students may interact with each other through in-person study groups, electronic boards, or other means.

#### 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.
3. Final Project, (approximately 0-25%): Students may be required to complete a marketing plan demonstrating their acquired knowledge of the subject area.

#### 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:

Basic Marketing, Perreault & McCarthy, 14th (or current) edition: McGraw-Hill, Irwin. Video cassettes that complement text for telecourse version.