

**COURSE OUTLINE—NEW COURSE FOR BAS SUPERVISION AND  
ORGANIZATIONAL MANAGEMENT  
MAR 3023—PRINCIPLES OF MARKETING**

**I. COURSE NUMBER AND TITLE**

MAR 3023 – Principles of Marketing

**II. COURSE DESCRIPTION**

MAR 3023 is a 3 credit hour course designed to be an introduction to the process of planning market programs for goods and services. Techniques of analyzing the market and its environment are introduced as background for making decisions in product planning, promotion, distribution, and pricing.

**III. RATIONALE**

The Bachelor of Applied Science in Supervision and Organizational Management (BAS SOM) program (Business Programs Department) is designed to equip students with technical and applied management skills, enabling them to enhance the productivity and efficiency of organizations. MAR 3023 is a required course for completion of the Management concentration in the BAS SOM program and will provide students with the basic marketing principles required to orchestrate the marketing efforts of an organization and build profitable consumer relationships. Students will enroll in this course during their second year in the program.

**IV. IMPACT ASSESSMENT**

This is a required course for students focusing in the general management concentration. Prerequisites: At minimum, an AA or AS degree, and meeting college admission requirements, admission to the SOM degree program, or with departmental permission. The course will require additional course loads for existing faculty or the hiring of part-time faculty.

**V. COURSE LEARNING OUTCOMES (SOM Program Outcome)**

1. Apply ethical decision-making and considerations of social responsibility to management situations. (SOM #2)
2. Plan, organize, resource, lead, and monitor a project from inception to successful completion, including providing a written/presented evaluation of the experience. (SOM #4)
3. Design and orchestrate the marketing efforts of an organization, to include planning for advertising, personal sales efforts, and publicity and be able to construct and implement survey and other research methodologies to improve the organization's customer focus. (SOM #8)

## **VI. GENERAL OBJECTIVES OF THE COURSE**

1. Describe the marketing function and the role of a marketing manager.
2. Describe the development of a complete marketing strategy.
3. Discuss how and why consumers make purchasing decisions.
4. Discuss how personal selling fits into a marketing mix.
5. Describe the measurement of customer value and how it relates to pricing decisions.
6. Describe the role of sales promotion in the communication mix.
7. Describe various aspects of global marketing scope and sequence.

## **VII. TOPICAL OUTLINE**

1. Marketing: Creating and Capturing Customer Value
2. Company and Marketing Strategy: Partnering to Build Customer Relationships
3. Analyzing the Marketing Environment
4. Managing Marketing Information to Gain Customer Insights
5. Consumer Markets and Consumer Buyer Behavior
6. Business Markets and Business Buyer Behavior
7. Customer-Driven Marketing Strategy: Creating Value for Target Customers
8. Products, Services, and Brands: Building Customer Value
9. New Product Development and Product Life-Cycle Strategies
10. Pricing: Understanding and Capturing Customer Value
11. Pricing Strategies
12. Marketing Channels: Delivering Customer Value
13. Retailing and Wholesaling
14. Communicating Customer Value: Integrated Marketing Communications Strategy
15. Advertising and Public Relations
16. Personal Selling and Sales Promotion
17. Direct and Online Marketing: Building Direct Customer Relationships
18. Creating Competitive Advantage
19. The Global Marketplace
20. Sustainable Marketing: Social Responsibility and Ethics

## **VIII. SUGGESTED METHODS OF INSTRUCTION**

1. Lecture
2. Case studies
3. Online resources

## **IX. SUGGESTED METHODS OF EVALUATION**

1. Quizzes
2. Individual projects
3. Case studies
4. Class discussions