

**PALOMAR COLLEGE**  
**COURSE OUTLINE OF RECORD FOR**  
**DEGREE CREDIT COURSE**

X Transfer course    X A.A. degree applicable course  
(check all that apply)

**COURSE NUMBER AND TITLE:** BUS 155 Marketing

**UNIT VALUE:** 3

**MINIMUM NUMBER OF SEMESTER HOURS:** 48

**BASIC SKILLS REQUIREMENTS:** Appropriate language and computational skills.

**ENTRANCE REQUIREMENTS**

**PREREQUISITE:** None.

**COREQUISITE:** None.

**RECOMMENDED PREPARATION:** None.

**SCOPE OF COURSE:** A study of the role and functions of marketing in the wholesale and retail distribution of industrial and consumer goods and services, to familiarize students with marketing policies and practices, integration of marketing activities, and pertinent government regulations.

**SPECIFIC COURSE OBJECTIVES:** Successful students will

1. understand and identify the important marketing terminology and marketing concepts;
2. analyze marketing case problems and provide appropriate solutions;
3. evaluate marketing principles and apply these principles to a large department store as well as a small business establishment.

**CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:**

1. Social foundation of marketing
2. Strategic planning and marketing's role in the organizations
3. Marketing environment
4. Marketing research and information systems
5. Influences on consumer behavior
6. Buyer decision process
7. Organizational markets and organizational buyer behavior
8. Measuring and forecasting demand
9. Market segmentation, targeting, and positioning
10. Products, brands, packaging, and services
11. New product development and product life-cycle strategies

12. Pricing considerations and approaches
13. Pricing strategies
14. Distribution channels and physical distribution
15. Retailing and wholesaling
16. Communication and promotion strategy
17. Advertising, sales promotion, and public relations
18. Personal selling and sales management
19. Competitor analysis and competitive marketing strategies
20. Planning, implementing, organizing, and controlling marketing programs
21. International marketing
22. Marketing services, organizations, persons, places, and ideas
23. Social responsibility and marketing ethics

### **REQUIRED READING:**

Kotler, Philip. Marketing Introduction. 6th edition. New Jersey: Prentice-Hall, 2001.

Case problems as distributed by the instructor.

### **SUGGESTED READING:**

Kotler, Philip. Marketing Introduction and Keys Rev. Package. 4th edition. New Jersey: Prentice-Hall, 1996.

Trade journals and magazines, newspapers such as the Wall Street Journal, Woman's Wear Daily, and other related periodicals.

### **REQUIRED WRITING:**

Students will be required to type a 3-5 page marketing research report as assigned by the instructor.

### **OUTSIDE ASSIGNMENTS:**

**Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short term classes.**

Students are expected to complete the review questions and problems in the text. In addition, case problems are distributed throughout the semester and students are expected to respond to these in written form and also in class discussion.

### **INSTRUCTIONAL METHODOLOGY:**

**Check all that apply:**

- lecture
- laboratory
- lecture-laboratory combination
- directed study

This is supplemented by class discussion and an occasional guest speaker. When appropriate, a film or video

tape may be used to enhance the learning process.

**DISTANCE LEARNING:**

**This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.**

Yes  No

**If yes, check all that apply:**

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

**GRADING POLICY AND STANDARDS** (include methods of determining whether the stated objectives have been met by students):

Semester grades are the result of quizzes, class participation, midterm exam, and final exam. These are weighted in the following ratio:

Assignments	=	20%
Exams	=	40%
Marketing Research Report	=	25%
Final Exam	=	<u>15%</u>
		100%

Test questions will be both objective and subjective. Numerical scores will be converted to letter grades on the following basis:

90+	=	A
80-89	=	B
70-79	=	C
60-69	=	D

**IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?**

Yes  No  Number of times course may be taken for credit: 1.

If yes, identify specific provision of Title 5 Division 2 section(s) 55761-55763 and 58161 which qualifies course as repeatable:

**CONTACT PERSON:** Bonnie Ann Dowd, ext.2495.

**SIGNATURES ON FILE:**