

BUSI 59: PRINCIPLES OF MARKETING

Foothill College Course Outline of Record

| Heading | Value |
|-------------------------|--|
| Effective Term: | Summer 2022 |
| Units: | 4 |
| Hours: | 4 lecture per week (48 total per quarter) |
| Advisory: | Demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 & ESLL 249; not open to students with credit in BUSI 90. |
| Degree & Credit Status: | Degree-Applicable Credit Course |
| Foothill GE: | Non-GE |
| Transferable: | CSU |
| Grade Type: | Letter Grade (Request for Pass/No Pass) |
| Repeatability: | Not Repeatable |

Student Learning Outcomes

- Students will demonstrate appropriate use of marketing terms and concepts in discussion and group projects.
- Students will critically analyze, evaluate and interpret information by integrating marketing knowledge in problem-solving and decision-making processes.
- Students will demonstrate marketing knowledge and critical thinking in creating marketing plan and presentations.

Description

Contemporary marketing developments and applications relative to business activities that determine customer demand for products and services. Focus on market planning strategy, determining the right product, price, distribution and promotion elements and evaluating the results of effective marketing decision-making from both a marketer's and a consumer's perspective.

Course Objectives

The student will be able to:

1. Learn basic marketing terms and concepts, as well as characteristics of business marketing strategy.
2. Critically evaluate marketing efforts of businesses and organizations.
3. Identify brand, target market and environmental factors influencing businesses and their marketing efforts.
4. Evaluate their own consumer behavior.
5. Understand daily business news and events as they relate to marketing.

Course Content

1. Overview and environment
 - a. Definition, importance, and evolution of marketing
 - b. Business, legal, economic, societal competitive and technological environment
2. Marketing research and information
3. Markets
 - a. Determining target markets (consumer and organizational)
 - b. Market segmentation basis
 - c. Consumer behavior
4. Product service strategy
 - a. Product mix
 - b. New product development
 - c. Product life cycle
5. Distribution: institutions and channel strategy
6. Promotion: advertising, public relations, personal selling and sales promotion
7. Pricing
 - a. Types of strategy and objectives
 - b. Cost and break-even analysis

Lab Content

Not applicable.

Special Facilities and/or Equipment

When taught as an online distance learning section, students and faculty need ongoing and continuous internet and email access.

Method(s) of Evaluation

Class discussions
 Weekly discussions of written article analysis of current business events
 Oral reports, individual and group projects
 Quizzes, mid-term and final
 Marketing term project

Method(s) of Instruction

Lecture
 Discussion
 Cooperative learning exercises
 Field work
 Oral presentations
 Electronic discussions/chat
 Demonstration

Representative Text(s) and Other Materials

Armstrong, Gary, and Phillip Kotler. Marketing: An Introduction, 14th ed. 2020.

Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments

1. Critical thinking cases or article analysis, through handouts or student research.

2. Term project: group/individual written marketing plan and presentation.

Discipline(s)

Business