



ANTELOPE VALLEY COLLEGE  
Academic Affairs  
Course Outline of Record

Academic Affairs Only

<input type="checkbox"/>	New Course
<input type="checkbox"/>	Effective Date (for articulation)
<input checked="" type="checkbox"/>	COR Revision 5/13/2010
<input type="checkbox"/>	Pre Req/Advisories
<input type="checkbox"/>	Other Changes
<input checked="" type="checkbox"/>	SLOs 4/10/2008

**COURSE SUBJECT & NUMBER:** MKTG 101

**COURSE NAME:** \*Principles of Marketing

**COURSE UNITS:** 3 **COURSE HOURS:** 3 hours weekly

**COURSE REQUISITES:** *(Follow format of similar courses found in the college catalog.)*

Advisory: Eligibility for College Level Reading and ENGL 099

**COURSE DESCRIPTION:** *(Write a short paragraph providing an overview of topics covered. Be sure to identify target audience--transfer, major, GE, degree/certificate, etc. If repeatable, state the number of times at end of description as (R#).*

This course is an introduction to the business activities in the field of marketing. The ideas and concepts presented will focus on increasing one's understanding of marketing and the business activities required to serve a selected target market: product planning, pricing, distribution, and promotion. Emphasis will be placed on raising awareness and assimilating these ideas and concepts into serving present and potential customers within the current legal, competitive, and socio-economic environment. (CSU, AVC)

**COURSE OBJECTIVES:** *( Title 5 requires that courses show evidence of critical thinking skills. Use Bloom's taxonomy to formulate concise, performance-based measurable objectives common to all students. Objectives must be closely aligned with course content, assignments, and methods of evaluation)*

**Upon completion of course, the successful student will be able to:**

1. Explain the various components and importance of marketing.
2. Describe the fundamentals of marketing research and sales forecasting.
- 3.\*Apply the marketing concept to an appropriate perception of consumer behavior.
4. List, explain, and apply the basic elements of the marketing mix: product, price, distribution, and promotion.
- 5.\*Design a basic marketing plan and be able to identify the target market.
6. Distinguish between strategic and tactical planning.
- 7.\*Illustrate examples and benefits of ethical behavior and social responsibility.
8. Discuss E-Commerce and global dimensions of marketing.

\* Denotes SCANS competencies

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**COURSE CONTENT:** *(Enter course content in terms of specific topics or a specific body of knowledge that each instructor must cover. Put topics in outline form with major and minor headings. Each instructor must cover all material listed below.)*

- I. The Contemporary Marketing Environment
  - A. Customer-driven marketing
  - B. Marketing environment, ethics, and social responsibility
  - C. Global dimensions of marketing
  
- II. Managing Technology
  - A. E-Commerce: electronic marketing and the Internet
  - B. Using relationship and database marketing
  
- III. Marketing Planning, Information, and Segmentation
  - A. Marketing planning and forecasting
  - B. Developing a marketing plan
  - C. Marketing research and decision-support system
  - D. Market segmentation, targeting, and positioning
  
- IV. Customer Behavior
  - A. Consumer behavior
  - B. B2B: Business-to-Business marketing
  
- V. Product Strategy
  - A. Product strategies
  - B. Brand management
  - C. New product planning
  
- VI. Distribution Strategy
  - A. Marketing channels and logistics management
  - B. Retailing, wholesaling, and direct marketing
  
- VII. Promotional Strategy
  - A. Integrated marketing communications
  - B. Advertising, sales promotion, and public relations
  - C. Personal selling and sales force management
  
- VIII. Pricing Strategy
  - A. Price determination
  - B. Managing the pricing function

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**TYPICAL HOMEWORK ASSIGNMENTS: (Do not include in-class work, quizzes, or tests)**

*This information is necessary for all credit courses. Assignments should be closely related to course objectives, content, and methods of evaluation. (See sample of a “Model Outline” in the AP&P Standards & Practices Handbook.) Include a range of assignments (minimum of three) from which faculty may choose when designing their syllabus.*

**1. Describe nature and frequency of typical reading assignments if applicable; note if any are required:**

Students will be required to read approximately 30 to 50 pages from the textbook weekly. Additional reading assignments may include relevant articles and review of examples of various marketing and advertising strategies, as well as online sites.

**2. Describe nature and frequency of typical writing assignments if applicable; note if any are required:**

Writing assignments will be frequent and will include:

- Assigned textbook problems and exercises
- Marketing plan describing and demonstrating the importance and functionality of the activities involved in marketing

**3. Describe nature and frequency of typical computational assignments if applicable; note if any are required:**

N/A

**4. Describe other types of homework assignments that students may be asked to complete (oral presentations; special projects; visual/performing arts; etc); note if any are required:**

Required: A group or individual project is required to demonstrate comprehension of marketing concepts. Students will design a basic marketing plan and identify the target market for a specific product or service. This product or service must be preapproved by the instructor. Students will be required to work outside of class on this project.

Required: Oral presentation of the marketing plan project using appropriate visual aids. Therefore, students will be required to prepare for this presentation outside of class.

*For categories 1-4 above, list the estimated hours per week it would take a student to complete assignments. Title 5 (section 55002) requires that each unit must be shown to require three hours of work per week by the student either in or out of class. Homework formula: 3 hours of class work times each unit of credit minus classroom hours equals required homework hours.*

**Reading Assignments:** 3

**Writing Assignments:** 2

**Computational Assignments:** 0

**Other Assignments:** 1

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**METHODS OF INSTRUCTION:** *(Methods must be consistent with content and appropriate to objectives; state in terms of what instructor will be doing in order to present course content to students: for example, lecture, demonstration, present audio/visual materials; facilitate group work, etc. Do not list specific instructional equipment.)*

Lecture and discussion  
Instructor-facilitated individual and small group assignments in class  
Guest speakers  
Audiovisual aids such as DVDs and electronic slide presentations

**METHODS OF EVALUATION:** *(These must be clearly related to course objectives and reflect course content and assignments in order to comply with Title 5 requirements. Describe what instructor will be looking for when evaluating various assignments and tests in order to determine whether students have met course objectives. Grades must be based on demonstrated proficiency in subject matter and determined, where appropriate, by essays, objective and essay tests, research papers or projects, problem solving exercises, or skills' demonstrations.)*

Students' grades will be determined by their ability to demonstrate understanding and retention of the basic elements of marketing, as evidenced by their completion of textbook exercises, class participation, quizzes, and exams. (Objectives 1 through 8)

Students will be graded on their demonstrated proficiency in "problem solving exercises" based on their outside observations and differentiation of marketing methods and techniques. (Objectives 1 through 8)

A group or individual marketing plan project and oral presentation will be required by the end of the semester. The marketing plan will identify the target market for a specific product or service. (Objective 5)

**Suggested Texts or Other Instructional Materials**

*(List several when possible; include title, author, publisher, date, and latest edition. If older than five years, provide brief rationale.)*

Contemporary Marketing 2011, by Boone and Kurtz. 14th edition. South-Western—Cengage Learning, 2011