

Bus302

Introduction to Marketing

1. Course Number and Name: Business 302 Introduction to Marketing

Credits: 3

2. Course Description: This course exposes students to many of the actual problems encountered by businesses in a wide variety of marketing environments, including strategic marketing management in both domestic and international settings. It will examine the various elements of the marketing mix (product, communications, pricing, and distribution systems), market research, and marketing organization. It will emphasize marketing as a process by which individuals and groups obtain what they need and want by creating and exchanging products and services of value to others.

3. Course Goals: The course's main goal is to teach students how to think about marketing opportunities, how to integrate the major factors of marketing management in an applied setting, and how to focus on the making and implementation of marketing decisions. Its intention is to prepare students to deal effectively with marketing management problems and opportunities across a diverse range of business situations.

4. Learning Outcomes: Students successfully completing this course should be able to:

1. Evaluate customer value and satisfaction and argue that these concepts are a central part of an organization's overall strategic plan.
2. Anticipate and respond to how the rise of the Internet and advances in telecommunications and information technology have changed or will change marketing techniques.
3. Analyze and then organize a strategic plan for how marketing can help an organization deal with competitors and, in so doing, ensure its long-term growth and survival.
4. Assess the actors and forces that affect an organization's ability to develop and maintain successful relationships with its customers and differentiate between those that can and cannot be altered by the organization.
5. Describe how a well-designed marketing information system assesses information needs, where it looks for that information, and how it determines what information is truly accurate, relevant, and useful to the organization.
6. Explain how consumers make actual buying decisions, taking into account cultural, social, personal, and psychological factors.
7. Identify what a firm's product or service is and differentiate among individual products or services, product or service lines, and the product or service "mix" of a firm.
8. Define "brand equity" and discuss how to increase it with intelligent positioning, name selection, sponsorship, communication, and on-going brand development.
9. Categorize the stages in the development of a new product and the stages in a product's life cycle.

10. Explore the many trade-offs that a company must make in setting the price of a product or service.
11. Outline how an organization communicates to and with its customers and manages these communications, including how it can take advantage of new media and technology in these communications.
12. Differentiate among Sales Promotion, Public Relations, Direct Marketing, and Personal Selling and describe how each of these can help increase the sale of a company's product or service.
13. Discuss how the new Digital Age calls into question the old marketing paradigms, in particular how it alters barriers to entry and economies of scales.

5. Course Concepts:

- a. Marketing and customer relationship management and the challenges facing marketers in the new "connected" millennium.
- b. Marketing's role in strategic planning to build profitable customer relationships.
- c. Key changes in a company's natural and technological environment that affect marketing.
- d. The critical importance of information in marketing and the major factors that influence consumer buyer behavior.
- e. The decisions companies make regarding their individual products and services, product lines, and product mixes and how companies find and develop new-product ideas.
- f. The internal and external factors affecting a firm's pricing decisions.
- g. The roles of advertising, sales promotion, and public relations in promoting a product or service and how the new digital age is shaping marketing approaches.
- h. The moral dimensions of marketing decision making.

6. Required Texts:

Phillip Kotler and Gary Armstrong, **Principles of Marketing: Activitybook 2.0** (Prentice Hall, 2003) ISBN 0130418145. Cost Ne: \$95.00

7. Additional Reading: