



North Central State College
MASTER SYLLABUS
2019-2020

- A. Academic Division: Business, Industry and Technology
- B. Discipline: Business Administration
- C. Course Number and Title: BUSM1150 Marketing
- D. Course Coordinator: Ross Justice
Assistant Dean: Toni Johnson, PhD

Instructor Information:

- Name: [Click here to enter text.](#)
- Office Location: [Click here to enter text.](#)
- Office Hours: [Click here to enter text.](#)
- Phone Number: [Click here to enter text.](#)
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- E. Credit Hours: 3
- F. Prerequisites: ECON1510
- G. Syllabus Effective Date: Fall, 2019
- H. Textbook(s) Title:

Principles of Marketing with MyMarketingLab

- Authors: Kotler, Armstrong
- Copyright Year: 2017
- Edition: 17th
- ISBN: 9780134642321 (Printed) or 9780134518252 (eBook)

- I. Workbook(s) and/or Lab Manual: None
- J. Course Description: Marketing activities, analysis, strategies, and decision making in the context of other business functions. Topics include: integration of product, price, promotion, and distribution activities; research and analysis of markets, environments, competition, and customers; market segmentation and selection of target markets; and emphasis on behavior and perspectives of consumers and organizational customers. Planning and decision making for products and services in profit and nonprofit, domestic and global settings. (TAG # OBU006)
- K. College-Wide Learning Outcomes

College-Wide Learning Outcomes	Assessments - - How it is met & When it is met
Communication – Written	
Communication – Oral	Marketing Plan Presentation – Oral Communication VALUE Rubric.
Intercultural Knowledge and Competence	
Critical Thinking	

College-Wide Learning Outcomes	Assessments - - How it is met & When it is met
Information Literacy	
Quantitative Literacy	

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

Outcomes	Assessments – How it is met & When it is met
1. Explain the history of modern marketing and its essential role in creating a rising standard of living.	Exams/quizzes throughout the semester but primarily assessed on exam during 1 st 4 weeks.
2. Give a definition of the traditional and contemporary marketing concepts/approaches and correlate each as it impacts relationships with customers.	Exams/quizzes throughout the semester but primarily assessed on exam during 1 st 4 weeks. Written or oral case study completed prior to week 4.
3. Illustrate the importance of a global marketing perspective.	Exams/quizzes throughout the semester but primarily assessed on exam during 1 st 4 weeks. Written or oral case study completed prior to week 4.
4. Distinguish the general differences between strategic and tactical marketing plans.	Exams/quizzes throughout the semester but primarily assessed on exam during 1 st 4 weeks. Written or oral case study completed prior to week 4. Marketing Plan due during week 12 – 16.
5. Explain and illustrate the essential differences between consumer and business markets in terms of profit margins, buyer psychology and marketing strategies.	Exams/quizzes throughout the semester but primarily assessed on exam during weeks 4 - 8. Written or oral case study completed during weeks 4 – 8. Marketing Plan due during week 12 – 16.
6. Discuss the essential criteria for primary and secondary market research. Illustrate how this research provides data for market segmentation, target markets, market positioning, and product differentiation.	Exams/quizzes throughout the semester but primarily assessed on exam during 1 st 4 weeks. Written or oral case study completed prior to week 4. Marketing Plan due during week 12 – 16.
7. Compare and describe the marketing significance of the service market in relation to the physical product market.	Exams/quizzes throughout the semester but primarily assessed on exams during weeks 4 - 12. Written or oral case study completed during weeks 4 – 12.
8. Recall and explain the four (4) P's of the marketing mix to include specific examples.	Exams/quizzes during weeks 1 – 4, weeks 4 – 8, weeks 8 – 12, and weeks 12 – 16. Written or oral case study completed during weeks 1 – 4, week 4 – 8, weeks 8 – 12, and weeks 12 - 16. Marketing Plan due during week 12 – 16.
9. Explain and illustrate how the concept of price elasticity of demand affects pricing strategy.	Exams/quizzes throughout the semester but primarily assessed on exams during weeks 8 - 12. Written or oral case study completed during weeks 8 - 12. Price calculation scenario prior to week 12.
10. Describe the strengths and weakness of the various elements of the marketing communication mix.	Exams/quizzes throughout the semester but primarily assessed on exams during weeks 8 - 16. Written or oral case study completed during weeks 8 - 16.
11. Discuss the ethical and social responsibility of the marketer in terms of social indicators of acceptable and unacceptable behavior.	Exams/quizzes throughout the semester but primarily assessed on exams during weeks 12- 16. Written or oral case study completed during weeks 12 - 16.
12. Distinguish the various levels of the public-buying spectrum and how each relates to marketing.	Exams/quizzes throughout the semester but primarily assessed on exams during weeks 4 - 8. Written or oral case study completed during weeks 4 - 8. Marketing Plan due during week 12 – 16.

Outcomes	Assessments – How it is met & When it is met
13. Compare the impact of product characteristics (packaging, labeling, color, guarantees, etc.), upon the customer.	Exams/quizzes throughout the semester but primarily assessed on exams during weeks 4 - 12. Written or oral case study completed during weeks 4 - 12. Marketing Plan due during week 12 – 16.
14. Discuss the various options of distribution of a product through retailers and wholesalers.	Exams/quizzes throughout the semester but primarily assessed on exams during weeks 8 - 12. Written or oral case study completed during weeks 8- 12.

M. Topical Timeline (subject to change):

- Topic 1: Marketing Strategy and Customer Relationships (weeks 1 – 2 and entire term)
- Topic 2: The Marketing Environment (weeks 1 – 2)
- Topic 3: Market Research/Managing Marketing Information/Marketing Plans (weeks 1 – 4)
- Topic 4: Behaviors of Consumer and Business Markets (weeks 4 – 8)
- Topic 5: Market Segmentation and Target Market Selection (weeks 4 – 8)
- Topic 6: Product, Services and Branding (weeks 4 – 12)
- Topic 7: New-Product Development (weeks 4 – 8)
- Topic 8: Pricing Considerations (weeks 8 – 12)
- Topic 9: Distribution, Retailing and Wholesaling (weeks 8 – 12)
- Topic 10: Integrated Marketing Communication (weeks 8 -16)
- Topic 11: Advertising (weeks 8 -16)
- Topic 12: Selling and Direct Marketing (weeks 8 – 16)
- Topic 13: Competitive Advantage (weeks 1 – 4)
- Topic 14: Marketing and Ethics (weeks 12 – 16)

N. Course Assignments:

At a minimum, the following activities will be part of every offering of this course:

1. Textbook reading – test/quiz questions are required to cover content from the assigned text (tests/quizzes are graded).
2. Written Company Case Studies – applies real world marketing concepts (assignments are graded).
3. Oral Case Studies – applies real world marketing concepts (assignments are not necessarily graded).
4. Price Calculation Scenario – apply break-even analysis and economic principles (demand and price elasticity) to pricing decisions (assignment is graded).
5. Marketing Plan – develop a complete marketing plan for a real company (assignment is graded).
6. Marketing Plan Presentation – group presentation selling a company on the created marketing plan (assignment is graded).

O. Recommended Grading Scale:

NUMERIC	GRADE	POINTS	DEFINITION
93–100	A	4.00	Superior
90–92	A-	3.67	Superior
87–89	B+	3.33	Above Average
83–86	B	3.00	Above Average
80–82	B-	2.67	Above Average
77–79	C+	2.33	Average
73–76	C	2.00	Average
70-72	C-	1.67	Below Average
67–69	D+	1.33	Below Average

63-66	D	1.00	Below Average
60-62	D-	0.67	Poor
00-59	F	0.00	Failure

P. Grading and Testing Guidelines:

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Q. Examination Policy:

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R. Class Attendance and Homework Make-Up Policy:

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S. Classroom Expectations:

Click here to enter text.

T. College Procedures/Policies:

Important information regarding College Procedures and Policies can be found on the [syllabus supplement](#) located at <https://sharept.ncstatecollege.edu/committees/1/curriculum/SiteAssets/SitePages/Home/SYLLABUS%20SUPPLEMENT.pdf>

The information can also be found Choose an item.