

CUMBERLAND COUNTY COLLEGE

Course: BU 207 Introduction to Marketing

Credits: 3

Prerequisites: BU 115

Description

This course introduces students to the activities and processes involved in the flow of good and services from producers and/or manufacturers to the various types of consumers. This course explores conditions affecting the domestic and international markets and analyzes the problems well as the strategies used to solve those problems.

Learning Outcomes

At the completion of this course, students should be able to:

- Prepare and present effective marketing presentations/marketing plans
- Describe creative approaches to marketing issues
- Illustrate developing analytical skills related to marketing issues
- Demonstrate creativity as it relates to the marketing function

Topical Outline

- Marketing's Value to Consumers, Firms and Society
- Marketing Strategy Planning
- Evaluating Opportunities in the Changing Market Environment
- Focusing Marketing Strategy with Segmentation and Positioning
- Final Consumers and Their Buying
- Business and Organizational Customers and Their Buying Behavior
- Improving Decisions with Marketing Information
- Elements of Product Planning for Goods and Services
- Product Management and New-Product Development
- Place and Development of Channel Systems
- Distribution Customer Service and Logistics
- Retailers, Wholesalers, and Their Strategy Planning
- Promotion-Introduction to Integrated Marketing Communications
- Personal Selling and Customer Service
- Advertising, Publicity and Sales Promotion
- Pricing Objectives and Policies
- Price Setting in the Business World
- Implementing and Controlling Marketing Plans: Evolution and Revolution
- Managing Marketing's Link with Other Functional Areas
- Ethical Marketing in a Consumer -Oriented World: Appraisal and Challenges

Text: Perreault, William D., Cannon, Joseph P., McCarthy, E. Jerome (2014). *Basic Marketing: A Marketing Strategy Planning Approach* (19th ed.). McGraw Hill Irwin.

Student Assessment: Assessment may be accomplished through projects, portfolios, exams, presentations and/or research papers.

Academic Integrity: Plagiarism is cheating. Plagiarism is presenting in written work, in public speaking, and in oral reports the ideas or exact words of someone else without proper documentation. Whether the act of plagiarism is deliberate or accidental [ignorance of the proper rules for handling material is no excuse], plagiarism is, indeed, a “criminal” offense.

As such, a plagiarized paper or report automatically receives a grade of **ZERO** and the student may receive a grade of **F** for the semester at the discretion of the instructor.

Note: If you are having difficulty with work in this class tutoring is available through the Center for Academic & Student Success. If you think that you might have a learning disability, contact Project Assist at 856.691.8600 x 1282 for information on assistance that can be provided to eligible students.

Before Withdrawing From This Course

If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) BEFORE withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.