

**Seward County Community College
Course Syllabus**

- I. **TITLE OF COURSE: BA1263 - Introduction to Marketing**
II. **COURSE DESCRIPTION: 3 credit hours-lecture.**

A study of the principles and practices of the marketing functions. Includes a study of consumer and industrial products, the channels through which they are distributed, and the promotion and pricing procedures followed by modern business.

For each unit of credit, a minimum of three hours per week with one of the hours for class and two hours for studying/preparation outside of class is expected.

Pre-requisite: NA

- III. **PROGRAM AND/OR DEPARTMENT MISSION STATEMENT:** Prepare students to obtain a job in mid-management or marketing position, possessing the skills to make them successful employees and employers.
- IV. **TEXTBOOK AND MATERIALS:**
1. Cengage Unlimited, 1st Edition
- V. **SCCC OUTCOMES:** Students who successfully complete this course will demonstrate the ability to do the following SCCC Outcomes.

Outcome #1 Read with comprehension, be critical of what is read, and apply knowledge gained from reading to real life situations.

Outcome #2 Communicate ideas clearly and proficiently in writing, appropriately adjusting content and arrangement for varying audiences, purposes, and situations.

Outcome #3 Communicate ideas clearly and proficiently in speaking, appropriately adjusting content and arrangement for varying audiences, purposes, and situations.

Outcome #5 Demonstrate the ability to think critically by gathering facts, generating insights, analyzing data, and evaluating information.

Outcome #6 Exhibit skills in information and technological literacy.

Outcome #7 Demonstrate knowledge and comprehension of the diverse cultures, creeds and life styles of America and the world community.

Outcome #9 Exhibit workplace skills that include respect for others, teamwork competence, attendance/punctuality, decision making, conflict resolution, truthfulness/honesty, positive attitude, judgment, and responsibility.

- VI. **COURSE OUTCOMES:**
1. Apply the components for the marketing environment as they apply to business.
2. Analyze the principles of marketing.

3. Compare or design a project for marketing a project in another country.
4. Implement marketing planning and research to business today.
5. Integrate consumer behavior into the current marketplace.
6. Analyze strategies for product design and packaging.
7. Compare methods of distribution for a product.
8. Compare the methods of promoting a product.
9. Contrast the advantages and disadvantages of the various advertising media.
10. Evaluate and apply pricing strategies for a product.
11. Evaluate careers in marketing

VII. COURSE OUTLINE:

1. The Marketing Environment
2. Marketing Planning
3. Buyer Behavior and Market Segmentation.
4. Product and Service Strategy
5. Pricing Strategy
6. Distribution Strategy
7. Promotional Strategy
8. Marketing in Special Settings

VIII. INSTRUCTIONAL METHODS:

1. Class Lecture/Discussion
2. Small group work
3. Guest Speakers
4. Videos
5. Case problems
6. Computer Presentations

IX. INSTRUCTIONAL AND RESOURCE MATERIALS:

1. Textbook
2. Computer Simulations
3. Overhead Projector
4. Videos
5. Business Periodicals
6. Teacher Prepared Handouts
7. Computer Internet Access

X. METHODS OF ASSESSMENT: SCCC Outcomes 1,3,5,6,7 & 9 will be measured by the following:

1. Exams
2. Student Participation
3. Assigned projects
4. Quizzes

ADA STATEMENT

Under the Americans with Disabilities Act, Seward County Community College will make reasonable accommodations for students with documented disabilities. If you need support or assistance because of a disability, you may be eligible for academic accommodations. Students should identify themselves to the Dean of Students at 620-417-1106 or go to the Student Success Center in the Hobbie Academic building, room 149 A.