

Department:

Business

Course Description:

This course introduces the role and importance of marketing techniques to the success of modern organizations. The course focuses on the four basic elements of marketing; product, price, promotion, and place. Topics of study include the marketing concept; marketing research, consumer behavior, the product life cycle, channels of distribution, physical distribution, advertising, personal selling, pricing objectives and strategies, and social responsibilities of marketers.

Course Competencies:

The learning outcomes and competencies detailed in this syllabus meet or exceed the learning outcomes and competencies specified by the Kansas Core Outcomes Groups for this course as approved by the Kansas Board of Regents. (Kansas Regents Shared Number Course and Title: **KRSN Principles of Marketing BUS 1030.**)

Upon completion of the course, the student should be able to:

1. Recognize the scope and role of marketing in enhancing the welfare of consumers, organizations, and society.
2. Identify key elements of consumer and organizational buying behavior and the marketing research process.
3. Examine ways to segment markets, choose targeting strategies, and position products.
4. Identify and describe elements of the marketing mix, including product, price, place (distribution), and promotion.
5. Recognize the influence of the external environment on marketing, including global influences.
6. Identify legal, regulatory, and ethical issues impacting marketing activities.
7. Show an understanding of the strategic marketing planning process.

Course Content:

- A. Initiating the Marketing Process
 1. Creating Relationships and Value Through Marketing
 2. Developing Successful Marketing and Corporate Strategies
 3. Scanning the Marketing Environment
 4. Ethical and Social Responsibility in Marketing
- B. Understanding Buyers and Markets
 1. Understanding Consumer Behavior
 2. Understanding Organizations as Customers
 3. Understanding and Reaching Global Consumers and Markets
- C. Targeting Research Opportunities
 1. Marketing Research: From Customer Insight to Actions
 2. Segmenting Markets and Positioning Offerings
- D. Satisfying Marketing Opportunities

1. Developing New Products and Services
2. Managing Products, Services, and Brands
3. Pricing Products and Services
4. Managing Marketing Channels and Supply Chains
5. Retailing and Wholesaling
6. Integrated Marketing Communications and Direct Marketing
7. Advertising, Sales Promotion, and Public Relations
8. Personal Selling and Sales Management
9. Implementing Interactive and Multichannel Marketing

Learning Assessments:

Competencies may be evaluated by multiple measures, including exams, papers, article reviews, research, experiments, and projects.

Instructional Materials:

Textbook: Kerin, R., & Hartley, S. (2022). *Marketing: The Core* (9th ed.). New York, NY: McGraw-Hill. ISBN-13: 978-1260729184

Guidelines for Requesting Accommodations Based on Documented Disability or Medical Condition

It is the intention of Highland Community College to work toward full compliance with the Americans with Disabilities Act, to make instructional programs accessible to all people, and to provide reasonable accommodations according to the law. Students should understand that it is their responsibility to self-identify their need(s) for accommodation and that they must provide current, comprehensive diagnosis of a specific disability or medical condition from a qualified professional in order to receive services. Documentation must include specific recommendations for accommodation(s). Documentation should be provided in a timely manner prior to or early in the semester so that the requested accommodation can be considered and, if warranted, arranged.

In order to begin the process all students **must** complete the “Disabilities Self-Identification Form” on our [Disability Services website](#).

This form can also be accessed at the Highland Community College homepage under Students Services/Student Resources/Disability Service or by contacting the Disabilities Coordinator.

A Note on Harassment, Discrimination and Sexual Misconduct

Highland Community College seeks to assure all community members learn and work in a welcoming and inclusive environment. Title VII, Title IX, and College policy prohibit harassment, discrimination and sexual misconduct. Highland Community College encourages anyone experiencing harassment, discrimination or sexual misconduct to talk to report to the Vice President for Student Services, the Human Resources Director or complete an [online report](#) about what happened so that they can get the support they need and Highland Community College can respond appropriately.

There are both confidential and non-confidential resources and reporting options available to you. Highland Community College is legally obligated to respond to reports of sexual misconduct, and therefore we cannot guarantee the confidentiality of a report, unless made to a confidential resource. Responses may vary from support services to formal investigations. As a faculty member, I am required to report incidents of sexual misconduct and thus cannot guarantee confidentiality. I must provide our Title IX coordinator with relevant details such as the names of those involved in the incident. For more information about policies and resources or reporting options, please review our [Equity Grievance Policy](#).