



El Camino College
COURSE OUTLINE OF RECORD – Official

Course Acronym:	BUS
Course Number:	110
Descriptive Title:	Marketing
Division:	Business
Department:	Marketing
Course Disciplines:	Marketing
Catalog Description:	This course is an introduction to marketing principles and explores marketing concepts and strategies. Topics include market analysis, planning, product development, marketing mix, and media decisions. Electronic marketing and the environmental factors of marketing including social, ethical, and legal considerations are also studied. Note: Letter grade or pass/no pass option.
Prerequisite:	
Co-requisite:	
Recommended Preparation:	Eligibility for English C1000 or equivalent
Enrollment Limitation:	
Hours Lecture (per week):	3
Hours Laboratory (per week):	0
Outside Study Hours:	6
Total Course Hours:	54
Course Units:	3
Grading Method:	Letter Grade and Pass/No Pass
Credit Status:	Credit, degree applicable
Transfer CSU:	Yes
Effective Date:	prior to fall 1992
Transfer UC:	No
Effective Date:	
General Education: ECC	
Term:	
Other:	
CSU GE:	
Term:	

	Other:	
	IGETC:	
	Term:	
	Other:	
	CalGETC:	
	Term:	
	Other:	
Student Learning Outcomes:	SLO #1 Brand Management Explain the concept of a brand and analyze strategies for positioning a brand relative to competitors. SLO #2 Marketing Plan Develop a marketing plan that achieves organizational objectives and incorporates ROI and other controlling metric SLO #3 Marketing Mix Articulate the principles of product development, pricing decisions, distribution options, and promotional strategies; their importance to consumers; and how they integrate to create a total product offering.	
Course Objectives:	1. Explain the strategic planning process and how an organization's resources and opportunities affect the planning process. 2. Create a comprehensive marketing plan for a target audience. 3. Describe the steps in conducting marketing research and identify key ethical considerations. 4. Identify the types of marketing channels and explain the considerations for selecting the most appropriate channel given a specific business. 5. Compare and contrast electronic marketing options and traditional marketing media.	
Major Topics:	I. Marketing Strategy and Relationships with the Customer (6 hours, lecture) A. Focus on customer needs B. Evolution of marketing C. Marketing mix D. Global reach E. Corporate strategy/mission F. SWOT analysis G. Implementation and measuring progress II. Marketing Environment (6 hours, lecture) A. Scanning and analysis B. Competitive Forces C. Technological Forces D. Sociocultural Forces	

- E. Social responsibility
- F. Marketing ethics
- G. Legal environment/Regulation

III. Market Research (3 hours, lecture)

- A. Research design
- B. Data collection including information systems and decision support programs
- C. Interpreting the data and drawing conclusions

IV. Target Marketing and Segmentation (3 hours, lecture)

- A. Segmentation variables and evaluation
- B. Identifying the best targets with segmentation
- C. Developing customer profiles
- D. Establishing sales estimates
- E. Perception mapping
- F. Meeting needs of each unique segment

V. Consumer Buying Behavior (6 hours, lecture)

- A. Decision making process
- B. Evaluating alternatives
- C. Purchase and post-purchase evaluation
- D. Situational and psychological influences on a purchase decision and buying process including learning, attitudes, personality, and lifestyle
- E. Social influences such as opinion leaders, reference groups, and social classes

VI. Business Market Buying Behavior (3 hours, lecture)

- A. Producer and reseller markets
- B. Government and institutional markets
- C. Methods and stages of business buying

VII. Global Markets (3 hours, lecture)

- A. Environmental forces in global markets
- B. Political, legal, and regulatory forces
- C. Regional trade alliances and agreements
- D. Modes of entry for international markets
- E. Identifying and meeting international consumer needs

VIII. E-marketing, Digital Media, and Social Networking (3 hours, lecture)

- A. Opportunity and growth of e-marketing
- B. Types of consumer-generated marketing such as social networks, blogs, wikis, and photo/video sharing
- C. Differences in consumption of digital media use and traditional media
- D. Product, distribution, promotion, and pricing considerations in the electronic environment

	IX. Product Concepts, Branding and Packaging (9 hours, lecture) A. Product line and mix B. Life cycle and variance in marketing strategies C. Product adoption process D. Product failures and successes E. Product line extension and modifications F. New product development G. Product deletion H. Value of branding, loyalty, and equity I. Selecting and protecting a brand name J. Co-branding K. Licensing L. Function of packaging M. Labeling the product X. Services Marketing (3 hours, lecture) A. Consumption characteristics of services B. Managing development and distribution of services C. Delivering quality service XI. Marketing Channels and Supply-chain Management (3 hours, lecture) A. Types of channels B. Intensity of market coverage C. Competition and cooperation in channel selection D. Types of retail stores E. Location and image of retail stores F. Direct marketing and selling G. Franchising H. Wholesaling XII. Integrated Marketing Communications (3 hours, lecture) A. Purpose of promotion within marketing mix B. Product placement C. Comprehensive advertising campaign D. Personal selling E. Managing a sales force XIII. Pricing Decisions (3 hours, lecture) A. Price competition B. Dynamics of demand C. Objectives of pricing D. Competitive environment and pricing E. Various pricing strategies
Total Lecture Hours:	54

Total Laboratory Hours:	0
Total Hours:	54
A.1. Primary Methods of Evaluation (Part 1 - CCN courses only):	
A.2. Primary Method of Evaluation (Part 2 - all courses; choose one):	1) Substantial writing assignments
Typical Assignment Using Primary Method of Evaluation:	Read each of the statements below. Then, determine which of the five stages in the consumer buying decision process describes the scenario. Name the stage and explain your answer. 1. A recent college graduate reads Consumer Reports to compare automobile ratings. 2. On the first day of class, a student finds out that a programmable calculator is needed for the course, but she doesn't own one. 3. After purchasing an evening gown, a woman decides that it is not quite appropriate for her special occasion. 4. A car buyer gets a loan to purchase a new car. 5. A teenager compares numerous Smartphones and narrows the choice down to two. 6. While on the way to work, a person's automobile stalls and will not start again. 7. At an open-house party, a guest realizes that the host already owns the gift he plans to give. 8. A person receives a sample package of laundry detergent in the mail and uses it to wash a load of clothes.
Critical Thinking Assignment 1:	All three elements, branding, packaging, and labeling, provide important functions for snack or convenience foods such as chips, cookies, crackers, and so forth. Look for a favorite snack item in your kitchen pantry or in the grocery store aisles. Do not select an item that is generic or store brand. In a two- to three-page paper, discuss how the product you selected establishes its brand and communicates to the consumer with the packaging and labeling. The following questions should be fully discussed in your paper. • Carefully examine the wrapper or container and identify the brand name, brand mark, trademark, and trade name. Discuss all four elements of your product and intended meaning of each. Is the manufacturer of the product using individual branding, family branding, or brand extensions? What qualities does the brand communicate? Explain your level of loyalty to this brand by applying the terms brand recognition, brand preference, and/or brand insistence. • Using the wrapper or container, explain how packaging performs three functions: protection, convenience, and communication. How important is tamper-resistant packaging for your product? How does the package protect the snack product? Explain any convenience feature of the package. Discuss the

	promotional aspect of the packaging including: size/servings, color, graphics, and texture. Read the label. How does the company draw attention to this product by labeling the product? What law requires the company to provide labeling for this snack item? Do you think the company has complied with this regulation?
Critical Thinking Assignment 2:	You are a recent college graduate and enjoy living in the greater South Bay area but are having difficulty finding a job in this area. You develop your own business ideas and think that of your top two listed below are viable businesses - Concierge Service - Provide laundry pick up and drop off, shopping services, pet walking, travel planning and a host of other services for busy professionals. - Cereal Bar Restaurant - This restaurant would offer only breakfast cereal. People would enter the restaurant and pay one fee based on bowl size. They could then fill the bowl from cereal dispensers. Juice, milk and stir-ins, such as fruit are also available Pick one of the two business concepts listed and in a two- to three-page paper discuss what advertising activities you would conduct to promote this service. Your response should include answers the following specific questions. Describe the target audience in terms of demographic, psychographic, and geographic data and behavioral characteristics. What is the advertising platform of your service? Formulate the media plan and describe how you would use the media you select. Which media schedule would you utilize (continuous, flighting, or pulsing)? Based on the media you select, create the advertising message include a creative brief that explains the artwork.
Other Evaluation Methods:	Multiple Choice, Other Exams, Quizzes, True/False, Written Homework
Instructional Methods:	Demonstration, Discussion, Group Activities, Lecture, Multimedia presentations
If other:	
Work Outside of Class:	Answer questions, Problem solving activity, Required reading, Study, Written work (such as essay/composition/report/analysis/research)
If Other:	
Up-To-Date Representative Texts:	Cannon. Essentials of Marketing. 18th ed. McGraw Hill, 2024 Pride and Ferrell. <u>Marketing</u>. 21st ed. Cengage, 2025.
Alternative Texts:	
Required Supplementary Readings:	
Other Required Materials:	
Requisite:	
Category:	
Requisite course(s): List both prerequisites and corequisites in this box.	

Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
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Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable	
Requisite course:	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	Eligibility for English C1000
Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable	This course involves reading college level textbooks, developing projects, and answering essay questions. A student's success in this class will be enhanced if they have these skills. Summarize, analyze, evaluate, and synthesize college-level texts. Write a well-reasoned, well-supported expository essay that demonstrates application of the academic writing process.
Enrollment Limitations and Category:	
Enrollment Limitations Impact:	
Course Created by:	Francis DeFea
Date:	04/01/1988
Original Board Approval Date:	
Last Reviewed and/or Revised by:	Joshua Escalante Troesh
Date:	09/24/2025
Last Board Approval Date:	01/21/2026
Effective Term:	FA 2026