



**El Camino College**  
**COURSE OUTLINE OF RECORD – Approved**

**I. GENERAL COURSE INFORMATION**

**Subject and Number:** Business 14  
**Descriptive Title:** Marketing  
**Course Disciplines:** Marketing or Business  
**Division:** Business

**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.*

**Conditions of Enrollment:**

**Recommended Preparation:** English 1 or eligibility for English 1A or qualification by appropriate assessment

<b>Course Length:</b>	<b>X Full Term</b>	<b>Other (Specify number of weeks):</b>
<b>Hours Lecture:</b>	<b>3.00 hours per week</b>	<b>TBA</b>
<b>Hours Laboratory:</b>	<b>0 hours per week</b>	<b>TBA</b>
<b>Course Units:</b>	<b>3.00</b>	

**Grading Method:** Both  
**Credit Status:** Associate Degree Credit

**Transfer CSU:** X **Effective Date:** Prior to July 1992  
**Transfer UC:** No

**General Education:**

**El Camino College:**  
**CSU GE:**  
**IGETC:**

## II. OUTCOMES AND OBJECTIVES

- A. COURSE STUDENT LEARNING OUTCOMES** (The course student learning outcomes are listed below, along with a representative assessment method for each. Student learning outcomes are not subject to review, revision or approval by the College Curriculum Committee)

### **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 metrics. Assessment: Objective Exam or Project

### **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. Assessment: Objective Exam or Project

- B. Course Student Learning Objectives** (The major learning objective for students enrolled in this course are listed below, along with a representative assessment method for each)

1. Explain the strategic planning process and how an organization's resources and opportunities affect the planning process.
  - Written homework
2. Create a comprehensive marketing plan for a product.
  - Objective Exams
3. Describe the steps in conducting marketing research and identify key ethical considerations.
  - Written homework
4. Identify the types of marketing channels and explain the considerations for selecting the most appropriate channel given a specific business.
  - Objective Exams
5. Compare and contrast electronic marketing options and traditional marketing media.
  - Written homework

- III. OUTLINE OF SUBJECT MATTER** (Topics are detailed enough to enable a qualified instructor to determine the major areas that should be covered as well as ensure consistency from instructor to instructor and semester to semester.)

Lecture or Lab	Approximate Hours	Topic Number	Major Topic
Lecture	6	I	Marketing Strategy and Relationships with the Customer 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

Lecture	6	II	<p>Marketing Environment</p> <ul style="list-style-type: none"> <li>A. Scanning and analysis</li> <li>B. Competitive Forces</li> <li>C. Technological Forces</li> <li>D. Sociocultural Forces</li> <li>E. Social responsibility</li> <li>F. Marketing ethics</li> <li>G. Legal environment/Regulation</li> </ul>
Lecture	3	III	<p>Market Research</p> <ul style="list-style-type: none"> <li>A. Research design</li> <li>B. Data collection including information systems and decision support programs</li> <li>C. Interpreting the data and drawing conclusions</li> </ul>
Lecture	3	IV	<p>Target Marketing and Segmentation</p> <ul style="list-style-type: none"> <li>A. Segmentation variables and evaluation</li> <li>B. Identifying the best targets with segmentation</li> <li>C. Developing customer profiles</li> <li>D. Establishing sales estimates</li> <li>E. Perception mapping</li> <li>F. Meeting needs of each unique segment</li> </ul>
Lecture	6	V	<p>Consumer Buying Behavior</p> <ul style="list-style-type: none"> <li>A. Decision making process</li> <li>B. Evaluating alternatives</li> <li>C. Purchase and post-purchase evaluation</li> <li>D. Situational and psychological influences on a purchase decision and buying process including learning, attitudes, personality, and lifestyle</li> <li>E. Social influences such as opinion leaders, reference groups, and social classes</li> </ul>
Lecture	3	VI	<p>Business Market Buying Behavior</p> <ul style="list-style-type: none"> <li>A. Producer and reseller markets</li> <li>B. Government and institutional markets</li> <li>C. Methods and stages of business buying</li> </ul>
Lecture	3	VII	<p>Global Markets</p> <ul style="list-style-type: none"> <li>A. Environmental forces in global markets</li> <li>B. Political, legal, and regulatory forces</li> <li>C. Regional trade alliances and agreements</li> <li>D. Modes of entry for international markets</li> <li>E. Identifying and meeting international consumer needs</li> </ul>
Lecture	3	VIII	<p>E-marketing, Digital Media, and Social Networking</p> <ul style="list-style-type: none"> <li>A. Opportunity and growth of e-marketing</li> <li>B. Types of consumer-generated marketing such as social networks, blogs, wikis, and photo/video sharing</li> <li>C. Differences in consumption of digital media use and traditional media</li> <li>D. Product, distribution, promotion, and pricing considerations in the electronic environment</li> </ul>
Lecture	9	IX	Product Concepts, Branding and Packaging

			<ul style="list-style-type: none"> <li>A. Product line and mix</li> <li>B. Life cycle and variance in marketing strategies</li> <li>C. Product adoption process</li> <li>D. Product failures and successes</li> <li>E. Product line extension and modifications</li> <li>F. New product development</li> <li>G. Product deletion</li> <li>H. Value of branding, loyalty, and equity</li> <li>I. Selecting and protecting a brand name</li> <li>J. Co-branding</li> <li>K. Licensing</li> <li>L. Function of packaging</li> <li>M. Labeling the product</li> </ul>
Lecture	3	X	Services Marketing <ul style="list-style-type: none"> <li>A. Consumption characteristics of services</li> <li>B. Managing development and distribution of services</li> <li>C. Delivering quality service</li> </ul>
Lecture	3	XI	Marketing Channels and Supply-chain Management <ul style="list-style-type: none"> <li>A. Types of channels</li> <li>B. Intensity of market coverage</li> <li>C. Competition and cooperation in channel selection</li> <li>D. Types of retail stores</li> <li>E. Location and image of retail stores</li> <li>F. Direct marketing and selling</li> <li>G. Franchising</li> <li>H. Wholesaling</li> </ul>
Lecture	3	XII	Integrated Marketing Communications <ul style="list-style-type: none"> <li>A. Purpose of promotion within marketing mix</li> <li>B. Product placement</li> <li>C. Comprehensive advertising campaign</li> <li>D. Personal selling</li> <li>E. Managing a sales force</li> </ul>
Lecture	3	XIII	Pricing Decisions <ul style="list-style-type: none"> <li>A. Price competition</li> <li>B. Dynamics of demand</li> <li>C. Objectives of pricing</li> <li>D. Competitive environment and pricing</li> <li>E. Various pricing strategies</li> </ul>
Total Lecture Hours		54	
Total Laboratory Hours		0	
Total Hours		54	

#### **IV. PRIMARY METHOD OF EVALUATION AND SAMPLE ASSIGNMENTS**

##### **A. PRIMARY METHOD OF EVALUATION:**

Substantial writing assignments

##### **B. 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.

##### **C. COLLEGE-LEVEL CRITICAL THINKING ASSIGNMENTS:**

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?
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.

**D. OTHER TYPICAL ASSESSMENT AND EVALUATION METHODS:**

- Other exams
- Quizzes
- Written homework
- Multiple Choice
- True/False

**V. INSTRUCTIONAL METHODS**

- Demonstration
- Discussion
- Group Activities
- Lecture
- Multimedia presentations

**Note: In compliance with Board Policies 1600 and 3410, Title 5 California Code of Regulations, the Rehabilitation Act of 1973, and Sections 504 and 508 of the Americans with Disabilities Act, instruction delivery shall provide access, full inclusion, and effective communication for students with disabilities.**

**VI. WORK OUTSIDE OF CLASS**

- Study
- Answer questions
- Required reading
- Problem solving activities
- Written work

**Estimated Independent Study Hours per Week: 6**

**VII. TEXTS AND MATERIALS**

**A. UP-TO-DATE REPRESENTATIVE TEXTBOOKS**

Pride and Ferrell. Marketing. 18th ed. Cengage, 2016.

**B. ALTERNATIVE TEXTBOOKS**

**C. REQUIRED SUPPLEMENTARY READINGS**

**D. OTHER REQUIRED MATERIALS**

## VIII. CONDITIONS OF ENROLLMENT

### A. Requisites (Course and Non-Course Prerequisites and Corequisites)

Requisites	Category and Justification
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### B. Requisite Skills

Requisite Skills
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### C. Recommended Preparations (Course and Non-Course)

Recommended Preparation	Category and Justification
Course Recommended Preparation AND English-82	
Course Recommended Preparation English-B	

### D. Recommended Skills

Recommended Skills
Read, analyze and understand course text and supplemental materials.
Analyze assigned readings and develop written responses and analyses as assigned.

### E. Enrollment Limitations

Enrollment Limitations and Category	Enrollment Limitations Impact
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Course created by Francis DeFea on 04/01/1988.

BOARD APPROVAL DATE:

LAST BOARD APPROVAL DATE: 12/16/2019

Last Reviewed and/or Revised by: Y Chau on 10/01/2019

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