

FLORIDA STATE COLLEGE AT JACKSONVILLE

COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER: MAR 1011

COURSE TITLE: Principles of Marketing

PREREQUISITE(S): None

COREQUISITE(S): None

CREDIT HOURS: 3

CONTACT HOURS/WEEK: 3

CONTACT HOUR BREAKDOWN:

Lecture/Discussion:	3
Laboratory:	
Other _____:	

FACULTY WORKLOAD POINTS: 3

STANDARDIZED CLASS SIZE ALLOCATION: 35

CATALOG COURSE DESCRIPTION: This course is an introduction to the process of planning marketing programs for goods and services. Topics covered are marketing management and planning; environment for marketing strategies; market segmentation; market research; consumer behavior; product life cycles; pricing; advertising; sales; distribution channels; and global marketing.

SUGGESTED TEXT(S): Marketing, The Core, Latest Edition, Kerin, Hartley and Rudelius

Marketing, Latest Edition, Lamb, Hair and McDaniel, South-Western Publishers

Principles of Marketing, Latest Edition, Prentice-Hall
Latest Edition, Prentice-Hall

IMPLEMENTATION DATE: November 16, 1987

REVIEW OR MODIFICATION DATE: Fall Term, 2002 (20031)
Fall Term, 2008 (20091) - Outline Review 2007
CLOA added 2009 (20092)

COURSE TOPICS	<u>CONTACT HOURS PER TOPIC</u>
I. The Marketing Process Relations and Value through Marketing	3
II. Strategic Marketing The "Marketing Mix" Target Markets	3
III. Target Marketing and Market Research	3
IV. The Marketing Environment - Demographic, Political, Cultural	3
V. Consumer Decision Making	3
VI. Organizational Markets - Industrial, Reseller, Government	3
VII. Market Demand Segmentation, Positioning, Targeting	3
VIII. Branding, Trade Names/Marks	3
IX. New Product Development	3
X. Pricing Products and Services Demand Pricing Strategies	3
XI. Distribution	3
XII. Advertising, Sales Promotion, and Publicity	2
XIII. Personal Selling	1
XIV. Global Marketing	3
XV. Retailing and Wholesaling	2
XVI. Social Responsibility and Marketing Ethics	3
XVII. Direct & Online Marketing	1

PROGRAM TITLE: Marketing Management

COURSE TITLE: Principles of Marketing

CIP NUMBER: 0206.140100

LIST PERFORMANCE STANDARDS ADDRESSED:

NUMBER(S): TITLES(S):

01.0 DEMONSTRATE THE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS -- The student will be able to:

01.06 Develop and demonstrate the unique human relations skills needed for successful entry and progress in the marketing occupation selected by the student as a career objective.

02.0 DEMONSTRATE THE ABILITY TO COMMUNICATE SKILLFULLY -- The student will be able to:

- 02.03 Explain the importance of good listening skills.
- 02.04 Discuss the role communication plays in marketing.
- 02.05 Demonstrate the components of the communication process.
- 02.06 Demonstrate effective written communications skills.
- 02.07 Demonstrate effective oral communications skills.

03.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES -- The student will be able to:

03.03 Recognize consumer buying motives.

06.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO MARKETING -- The student will be able to:

- 06.07 Demonstrate a knowledge of pricing policies.
- 06.08 Calculate markup as a percentage of cost.
- 06.09 Calculate markup as a percentage of retail.

07.0 DEMONSTRATE A KNOWLEDGE OF BASIC ECONOMIC PRINCIPLES -- The student will be able to:

- 07.01 Explain the role of marketing in the free enterprise system.
- 07.03 Describe the channels of distribution.
- 07.06 Define the concept "supply and demand."
- 07.07 Identify and define the functions of marketing.
- 07.09 Identify and explain the elements in the marketing mix (price, product, promotion, and place).
- 07.10 Differentiate between the three basic categories of consumer goods (convenience goods, shopping goods, and specialty goods).

08.0 UNDERSTAND THE IMPORTANCE OF MARKETING OPERATIONS -- The student will be able to:

08.07 Demonstrate an understanding of the movement of goods to and from the store.

LIST PERFORMANCE STANDARDS ADDRESSED: (CONTINUED)

NUMBER(S): TITLES(S):

09.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY -- The student will be able to:

09.01 Understand the importance of product and service technology.

09.02 Utilize available sources to obtain product knowledge.

09.03 Demonstrate product and service technology knowledge and application received for entry into the area of marketing that has been identified as the career objective of the student.

14.0 PLAN THE MARKETING STRATEGY -- The student will be able to:

14.01 Use goods classifications and life cycle analyses as planning tools for marketing.

14.03 Use decision-making tools that aid in evaluating marketing activities.

14.04 Evaluate operations to improve decision making about marketing.

14.05 Identify target markets.

21.0 PROMOTE THE BUSINESS -- The student will be able to:

21.01 Create a promotional plan.

21.02 Describe the techniques used to prepare advertising and promotion.

21.03 Analyze competitive promotional activities.

21.04 Evaluate promotional effectiveness.

25.0 MANAGE FINANCES -- The student will be able to:

25.01 Explain the importance of cash flow management.

25.03 Identify cash flow patterns.

25.08 Identify the components of a break-even analysis.

25.09 Compute and analyze break-even point problems.



NOTE: Use either the Tab key or mouse click to move from field to field. The box will expand to accommodate your entry.

Section 1	
COURSE PREFIX AND NUMBER: <u>MAR1011</u>	SEMESTER CREDIT HOURS: <u>3</u>
COURSE TITLE: <u>Principles of Marketing</u>	

Section 2			
TYPE OF COURSE: (Click on the box to check all that apply)			
<input checked="" type="checkbox"/> AA Elective	<input type="checkbox"/> AS Required Professional Course	<input type="checkbox"/> College Prep	
<input checked="" type="checkbox"/> AS Professional Elective	<input type="checkbox"/> AAS Required Professional Course	<input type="checkbox"/> Technical Certificate	
<input type="checkbox"/> Other _____	<input type="checkbox"/> PSAV	<input type="checkbox"/> Apprenticeship	
<input type="checkbox"/> General Education: (For General Education courses, you must also complete Section 3 and Section 7)			

Section 3 (If applicable)		
INDICATE BELOW THE DISCIPLINE AREA FOR GENERAL EDUCATION COURSES:		
<input type="checkbox"/> Communications	<input type="checkbox"/> Social & Behavioral Sciences	<input type="checkbox"/> Mathematics
<input type="checkbox"/> Natural Sciences	<input type="checkbox"/> Humanities	

Section 4					
INTELLECTUAL COMPETENCIES:					
<input checked="" type="checkbox"/> Reading	<input type="checkbox"/> Speaking	<input checked="" type="checkbox"/> Critical Analysis	<input type="checkbox"/> Quantitative Skills	<input type="checkbox"/> Scientific Method of Inquiry	
<input checked="" type="checkbox"/> Writing	<input type="checkbox"/> Listening	<input checked="" type="checkbox"/> Information Literacy	<input checked="" type="checkbox"/> Ethical Judgment	<input type="checkbox"/> Working Collaboratively	

Section 5	LEARNING OUTCOMES	METHOD OF ASSESSMENT
•	The student will be able to understand and apply market segmentation, branding, product life cycle and market penetration.	Tests or projects
•	The student will be able to recognize and understand the four "P's" of marketing...Price, Promotion, Product and Place.	Tests or projects
•	The student will be able to analyze marketing opportunities and recommend actions.	Tests or projects, class participation
•	The student will be able to describe the decision process and major influences on buyer behavior for consumers.	Tests or projects
•	The student will be able to explain the functions of marketing in a global economy.	Tests or class participation
•	The student will be able to describe the role of marketing within a corporate environment.	Tests or projects

Section 6	
Name of Person Completing This Form: <u>Gary Corona</u>	Date: <u>10-2-2007</u>