

BUSN056 - Marketing Principles

General Information

| | |
|-------------------------------------|---|
| Author(s): | Tech Support |
| Proposal Start: | 2017SU |
| Distance Education Approved: | Yes |
| TOP Code: | 0509.00 |
| TOP Name: | Marketing and Distribution |
| CIP Code: | 52.1801 |
| CIP Name: | Sales, Distribution, and Marketing Operations, General |
| SAM code: | C = Clearly Occupational |
| Course Control Number: | CCC000250476 |
| Curriculum Committee Approval Date: | 04/20/2015 |
| Board of Trustees Approval Date: | 06/16/2015 |
| External Review Approval Date: | 07/02/2015 |
| Course Description: | This course gives students the opportunity to develop an overall understanding of marketing functions and their role in society. This course covers various activities involved in the transfer of goods from producer to consumer. Retail, wholesale, industrial, and online marketing channels and institutions are investigated. The marketing concept, promotional strategies, pricing policies, and international marketing are also explored. |

Submission Rationale:

Faculty Minimum Qualification Requirements

| | |
|------------------------------|----------|
| Master Discipline Preferred: | Business |
| Alternate Master Discipline | No value |

Preferred:

Bachelors or Associates Discipline No value

Preferred:

Additional Bachelors or Associates Discipline: No value

Course Development Options

CourseAllowedGrade
Basic NumberOptions
Skill of
Status Retakes

Course0 Letter
is Grade
not methods
a Pass/No
basic Pass
skills
course.

Allow Students to Gain Credit by Exam/Challenge

RationalRetake Allow
For Policy Students
Credit Description To Audit
By Course
Exam/Challenge

No No
value value

Transferability & Gen. Ed. Options

RequestTransferability
for Status
Transferability

TransferApproved
to
CSU
only

Units and Hours

Summary

| | | |
|----------------------------|--|---|
| Minimum Credit Units | Total 54 Course In- Class (Contact) Hours | Total 162 Student Learning Hours |
|----------------------------|--|---|

| | | |
|----------------------------|--|------------------|
| Maximum Credit Units | Total 108 Course Out- of- Class Hours | Faculty- Load |
|----------------------------|--|------------------|

Detail

108
Total
Stud-2 -3la2 3.214 0 -2d

108
Total
Stud-2 -3la2 3.214 0 -2d

course management system, discussions are moderated, assignments are posted and grades are provided. Reminders and/or conferences are sent through electronic mail and/or telephone contact. Class participation is part of how students are assessed.

LectureThe instructor presents course content.

InstructorThe instructor facilitates discussions about best marketing practices.

Hands Instructor
on facilitates
Activities students
conducting
information
interviews
with
marketing
professionals.

Assignments
Reading
Writing
-
Read
chapter
7
in
the
Principles
of
Marketing
text
and
review
the
relevant
approaches
for
evaluating
target
market
segments.

Using
the
survey
and
research
tools
discussed
in
the
chapter,
create
a
comprehensive

place,
price
and
promotion
in
your
discussion.

Methods
of
Evaluation
Rationale

- Other
1. Case study analyses
 3. Opinion papers
 4. Research paper
 5. Homework assignments
 6. Exams
-

Equipment
value

Textbooks

| Author | Title | Publisher | Date | ISBN |
|------------------------------|---|-----------|------|--------------------|
| Solomon, Marshall, Stuart | Marketing, Real People, Real Choices 7 | Pearson | 2013 | 978- 0132176842 |



Analyze Expected
the SLO
extent Performance:
of 60
the
marketer's
task
in
providing
goods
and
services
to
customers.

Course Outline

Course Outline

1. Marketing - Managing Profitable Customer Relationships
2. Understanding the Marketplace and Consumer Needs
3. Designing a Customer-driven Marketing Strategy
4. Preparing a Marketing Plan Program
5. Capturing Value from Customers
6. Marketing Strategy and the Marketing Mix
7. Measuring and Managing Return on Marketing
8. The Marketing Environment on Ma.286 -1.42

Distance Learning

I. Need/Justification What is the intent in offering the course by distance education? How will learning be enhanced by the delivery of this course by distance education?

A distance learning format for this course will provide viable options for students who otherwise might not be able to take a marketing principles course due to other work and family commitments. Distance learning courses in this field serve students with varied work schedules and the outcomes benefit students and employers.

II. Regular and Effective Contact Please fill out the table to indicate the number of hours for each method of instruction.

A. Regular and Effective Contact

Describe how you will achieve regular and effective contact with your students. Indicate type, number and purpose of instructor-student contacts per semester.

Contact Type: E-mail

Activity Hours: 6 - 7

Purpose: Instructor communicates with students via consistent and thoughtful email feedback on assignments. Instructor engages in frequent and relevant dialogue throughout the semester on pertinent marketing topics.

Contact Type: Lecture

Activity Hours: 7 - 7

Purpose: Instructor creates and presents lectures to demonstrate the importance and value of marketing principles and the issues in local and global economies.

Contact Type: Discussion Forum

Activity Hours: 18 - 20

Purpose: Instructor creates and monitors 2-4 discussion forums per week to engage students and present critiques on their responses to topic-related and interpretation questions.

Contact Type: Case Studies

Activity Hours: 16 - 18

Purpose: Instructor presents case studies drawn from Silicon Valley and global current examples. Instructor monitors and critiques student responses ranging from one-page recommendations to a final research paper.

Contact Type: Videos

Activity Hours: 7 - 8

Purpose: Instructor shares pertinent videos about marketing principles topics. Among the videos selected, the Kauffman Founders School videos are very current and instructional. The instructor provides discussion prompts that lead to valuable discussions about the video clips.

B. Student Activities

Describe type, number and purpose of student assignments.

Contact Type: E-mail

Activity Hours: 6.00 - 7.00

Purpose: Faculty initiates weekly ongoing threaded e-mail conversations with students in the course.

Contact Type: Chat Rooms

Activity Hours: 3.00 - 4.00

Purpose: Faculty conducts periodic chat room sessions with students.

Contact Type: Online Course Management System

Activity Hours: 5.00 - 6.00

Purpose: This course delivers content, structures student-to student and faculty interaction, and provides the platform for collecting and tracking assignments using the WVC online course management system.

Contact Type: Lecture

Activity Hours: 10.00 - 12.00

Purpose: Students read, watch, and/or listen to content delivered by one or more of the following methods: PowerPoint presentations, webinars, published links, published articles.

Contact Type: Discussion Forum

Activity Hours: 12.00 - 14.00

Purpose: Students participate in mandatory weekly discussion forums on topics where students are expected to review materials, offer their opinions, and provide feedback to comments posted by other students. In addition to a weekly discussion forum topic, there is also an ongoing discussion forum where students can ask questions of the instructor or other students, and students can share interesting articles they found regarding sales related topics.

Contact Type: Case Studies

Activity Hours: 13.00 - 14.00

Purpose: Students participate in case studies drawn from current Silicon Valley and global examples. Case studies arrange from a one-page recommendation to a final research paper.

Contact Type: Videos

Activity Hours: 5.00 - 6.00

Purpose: Students view videos that are used to supplement reading and course material.

C. Sample Assignment

Describe a distance learning assignment.

Respond to this discussion prompt: Successful marketing focuses on marketers' keen awareness of customer wants and demands. Despite marketers' strategic and thoughtful planning, some people argue that marketing is "mass manipulation." Do you think marketing is a strategic approach or mass manipulation? Please support your point of view with relevant examples and submit your answer in the designated forum.

D. Methods of Evaluation

Describe a distance learning method of evaluation.

Students are expected to post to required weekly forums. Students also complete weekly homework assignments, take three exams, and submit a final marketing plan project.

III. How will students meet each course objective in a distance learning environment? Please include an example of a method of instruction, student assignment and method of evaluation for each objective.

IV. Describe how students will access instructional materials and resources. If you require students to purchase specific software, please describe how it will be available to students.

V. Distance education courses, resources, and materials must be designed and delivered in such a way that the level of communication and course - taking experience is the same for students with or without disabilities.

(<http://extranet.cccco.edu/Portals/1/AA/DE/2011DistanceEducationAccessibilityGuidelines%20FINAL.pdf>)

Describe how this course (instruction, materials, (videos, documents, Powerpoints), and resources outside the LMS) is accessible to students with disabilities.

All course materials are accessible and compliant with Electronic and Information Technology Section 508, Rehabilitation Act of 1973 (amended 1998, 2000) and California SB 105 (September 2002). This includes content and instructional systems such as the course management system. The West Valley Distance Learning Course Accessibility Checklist is available at

http://www.westvalley.edu/desp/docs/DESP_508_simplified_checklist_basic.pdf.

VI. What resources or technical support are necessary for students and/or faculty to offer the course by distance education?