

## BUSAD162 : Principles Of Marketing

### General Information

<b>Author:</b>	<ul style="list-style-type: none"> <li>Sophia Possidon</li> <li>Cardona, Rafael</li> </ul>
<b>Course Code (CB01) :</b>	BUSAD162
<b>Course Title (CB02) :</b>	Principles Of Marketing
<b>Department:</b>	BUSAD
<b>Proposal Start:</b>	Fall 2024
<b>TOP Code (CB03) :</b>	(0509.00) Marketing and Distribution
<b>CIP Code:</b>	(52.1801) Sales, Distribution, and Marketing Operations, General.
<b>SAM Code (CB09) :</b>	Possibly Occupational
<b>Distance Education Approved:</b>	No
<b>Will this course be taught asynchronously?:</b>	No
<b>Course Control Number (CB00) :</b>	CCC000296191
<b>Curriculum Committee Approval Date:</b>	02/28/2024
<b>Board of Trustees Approval Date:</b>	04/16/2024
<b>Last Cyclical Review Date:</b>	02/28/2024
<b>Course Description and Course Note:</b>	BUSAD 162 introduces students to the business practices involved in the activities of moving goods and services from the producer to the consumer. The course reviews the marketing system and the psychology and sociology of consumer decisions. Additional areas of interest include retailing, wholesaling, new product decisions, pricing, distribution, advertising, and marketing research.
<b>Justification:</b>	Mandatory Revision
<b>Academic Career:</b>	<ul style="list-style-type: none"> <li>Credit</li> </ul>

### Academic Senate Discipline

<b>Primary Discipline:</b>	<ul style="list-style-type: none"> <li>Marketing</li> </ul>
<b>Alternate Discipline:</b>	No value
<b>Alternate Discipline:</b>	No value

### Course Development

<b>Basic Skill Status (CB08)</b>	<b>Course Special Class Status (CB13)</b>	<b>Grading Basis</b>
Course is not a basic skills course.	Course is not a special class.	<ul style="list-style-type: none"> <li>Grade with Pass / No-Pass Option</li> </ul>
<input type="checkbox"/> Allow Students to Gain Credit by Exam/Challenge	<b>Pre-Collegiate Level (CB21)</b>	<b>Course Support Course Status (CB26)</b>
	Not applicable.	Course is not a support course

## Transferability & Gen. Ed. Options

### General Education Status (CB25)

Not Applicable

### Transferability

Transferable to CSU only

### Transferability Status

Approved

## Units and Hours

### Summary

<b>Minimum Credit Units (CB07)</b>	3
<b>Maximum Credit Units (CB06)</b>	3
<b>Total Course In-Class (Contact) Hours</b>	54
<b>Total Course Out-of-Class Hours</b>	108
<b>Total Student Learning Hours</b>	162

### Credit / Non-Credit Options

#### Course Type (CB04)

Credit - Degree Applicable

#### Noncredit Course Category (CB22)

Credit Course.

#### Noncredit Special Characteristics

No Value

#### Course Classification Code (CB11)

Credit Course.

Variable Credit Course

#### Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

### Weekly Student Hours

	In Class	Out of Class
Lecture Hours	3	6
Laboratory Hours	0	0
Studio Hours	0	0

### Course Student Hours

<b>Course Duration (Weeks)</b>	18
<b>Hours per unit divisor</b>	0
<b>Course In-Class (Contact) Hours</b>	
Lecture	54
Laboratory	0
Studio	0
<b>Total</b>	54
<b>Course Out-of-Class Hours</b>	
Lecture	108
Laboratory	0
Studio	0
<b>Total</b>	108

## Time Commitment Notes for Students

No value

## Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

## Pre-requisites, Co-requisites, Anti-requisites and Advisories

No Value

## Entry Standards

Entry Standards

## Course Limitations

Cross Listed or Equivalent Course

## Specifications

Methods of Instruction

Methods of Instruction      Lecture

Methods of Instruction      Discussion

Methods of Instruction      Multimedia

Methods of Instruction      Collaborative Learning

Methods of Instruction      Demonstrations

**Methods of Instruction**

Presentations

**Out of Class Assignments**

- Group projects and assignments (e.g. Develop a marketing plan for a national brand)

**Methods of Evaluation****Rationale**

Activity (answering journal prompt, group activity)

Case studies

Writing Assignment

Marketing plan

Activity (answering journal prompt, group activity)

Homework assignments

Exam/Quiz/Test

Final exam

**Textbook Rationale**

No Value

**Textbooks****Author****Title****Publisher****Date****ISBN**

Louis E. Boone/David L. Kurtz

Contemporary Marketing +  
MindTap for Contemporary  
Marketing

Cengage

2022

9780357435397

**Other Instructional Materials (i.e. OER, handouts)**

No Value

**Materials Fee**

No value

**Learning Outcomes and Objectives****Course Objectives**

Explain the role of marketing in business.

Recognize and develop an appreciation for customer need.

Identify the various elements that constitute a brand.

Identify the structure of a marketing plan.

Evaluate pricing strategies.

## SLOs

### Differentiate among the different types of market segmentation.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
<i>BUSAD</i> International Business - Certificate	Evaluate cross-cultural issues of marketing a product or service.
<i>BUSAD</i> General Business - Certificate	Understand and apply the four P's of marketing, business law, investments, management, and marketing.
<i>BUSAD</i> General Business - A.S. Degree Major	Understand and apply the four P's of marketing, business law, investments, management, and marketing.
<i>BUSAD</i> Marketing - Certificate	Understand and apply the four P's of marketing: Product, Price, Place (distribution), and Promotion.
<i>BUSAD</i> Marketing - A.S. Degree Major	Understand and apply the four P's of marketing: Product, Price, Place (distribution), and Promotion.

### Explain and apply the four P's of marketing: Product, Price, Place, and Promotion.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
<i>BUSAD</i> International Business - Certificate	Evaluate cross-cultural issues of marketing a product or service.
<i>BUSAD</i> General Business - A.S. Degree Major	Understand and apply the four P's of marketing, business law, investments, management, and marketing.
<i>BUSAD</i> General Business - Certificate	Understand and apply the four P's of marketing, business law, investments, management, and marketing.
<i>BUSAD</i> Marketing - Certificate	Understand and apply the four P's of marketing: Product, Price, Place (distribution), and Promotion.
<i>BUSAD</i> Marketing - A.S. Degree Major	Understand and apply the four P's of marketing: Product, Price, Place (distribution), and Promotion.

### Develop a basic marketing plan and implement a strategy.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
	Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.
<i>BUSAD</i> General Business - Certificate	Analyze, evaluate, and explain business problems using basic concepts and terminology of accounting and finance.
	Understand and apply the four P's of marketing, business law, investments, management, and marketing.

*BUSAD*  
General Business - A.S. Degree  
Major

Analyze, evaluate, and explain business problems using basic concepts and terminology of accounting and finance.

Understand and apply the four P's of marketing, business law, investments, management, and marketing.

*BUSAD*  
Marketing - A.S. Degree Major

Develop a basic marketing plan and implement a strategy.

*BUSAD*  
Marketing - Certificate

Develop a basic marketing plan and implement a strategy.

*BUSAD*  
International Business - A.S.  
Degree Major

Evaluate cross-cultural issues of marketing a product or service.

Understand and critically evaluate problems associated with marketing products in other countries.

*BUSAD*  
International Business -  
Certificate

Evaluate cross-cultural issues of marketing a product or service.

*BUSAD*  
Entrepreneurship/Small Business

Understand and apply the business skills necessary to start or manage a successful small business.

## Additional SLO Information

**Does this proposal include revisions that might improve student attainment of course learning outcomes?**

No

**Is this proposal submitted in response to learning outcomes assessment data?**

No

**If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.**

No Value

**SLO Evidence**

No Value

## Course Content

### Lecture Content

#### **Marketing Management Philosophies (6 hours)**

- Product concept
- Production concept
- Selling concept
- Marketing concept

#### **Promotional Mix (8 hours)**

- Advertising
- Personal selling
- Sales promotion
- Public relations

#### **Marketing Research (6 hours)**

- Collecting information
- Analyzing the information

#### **Consumer Behavior (6 hours)**

- Social factors
- Personal factors
- Psychological factors
- Cultural factors

**Segmentation (6 hours)**

- Geographic
- Demographic
- Psychographic
- Behavioristic

**The Product (6 hours)**

- Classifications
- Branding
- Package and labeling
- New products
- Product life-cycle

**Pricing (8 hours)**

- Pricing objectives
- Demand
- Estimate costs
- Select a pricing method

**Placing Products (6 hours)**

- Distribution channels
- Physical distribution
- Wholesaling
- Retailing

**Marketing and Society (2 hours)**

- Diversity and Inclusion in Marketing
- Cause-Related Marketing
- Environmental Marketing
- Corporate Social Responsibility (CSR) and Brand Image

**Total Hours: 54****Additional Information**

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

**GCC Major Requirements**

No Value

**GCC General Education Graduation Requirements**

No Value

**Repeatability**

Not Repeatable

**Justification (if repeatable was chosen above)**

No Value

**Resources**

Did you contact your departmental library liaison?

No

**If yes, who is your departmental library liason?**

Aisha Conner-Gaten (Business, ESL-Credit)

**Did you contact the DEIA liaison?**

Yes

**Were there any DEIA changes made to this outline?**

Yes

**If yes, in what areas were these changes made:**

No Value

**Will any additional resources be needed for this course? (Click all that apply)**

No Value

**If additional resources are needed, add a brief description and cost in the box provided.**

No Value