

**MASTER SYLLABUS
COLLEGE OF BUSINESS AND ECONOMICS,
SONOMA STATE UNIVERSITY
BUS 360, INTRODUCTION TO MARKETING (4)**

- I. **Catalog Description:** Introduction to terminology and basic concepts, including product development, pricing, promotion and distribution of goods, services and ideas. Emphasis is on consumer orientation and managing the marketing function within an uncertain environment. Marketing information systems and other marketing foundations are applied to the consumer.
- II. **Prerequisites:**
Courses: BUS 211, 230A and 230B.
- III. **Course Learning Outcomes:** Upon completion of this course, students should be able to:
1. Discuss the contribution of marketing to the economy and understand the marketing concept.
 2. Explain the relationship of the marketing plan to the company's strategic plan and discuss how external forces influence marketing strategy.
 3. Identify and discuss external variables which may impact marketing strategy and profitability.
 4. Describe different market research and forecasting techniques and explain how the results contribute to marketing decisions.
 5. Identify and discuss the impact of consumer behavior and satisfaction on marketing strategy.
 6. Explain market segmentation, targeting, and positioning strategies and the development of effective marketing mixes for diverse target populations.
 7. Understand product development issues, the product life cycle, and how to develop an effective product strategy.
 8. Describe the characteristics of services and how marketing strategies differ between goods and services.
 9. Identify the channels of distribution and their functions and explain how distribution contributes to the marketing mix.
 10. Describe pricing strategies and perceived value and discuss how price interacts with the other marketing mix variables.
 11. Discuss push and pull strategies and how promotional elements can be integrated to support the marketing strategy.
 12. Discuss ethical and social issues in marketing practices.
 13. Describe relationship marketing and explain how it can be used to develop effective marketing programs.
- IV. **Course Materials:** An Introductory or Principles of Marketing textbook subject to approval by the marketing area faculty. Study guides, reading packets, cases, or access to the Internet may also be required.
- V. **Teaching Methods:** The course may involve one or more of the following approaches: lecture and discussion; application exercises; case analysis; team projects; marketing plans; in-class group activities. Subject to approval by the marketing area faculty.

VI. **Evaluation Tools:** Typically 3-4 exams (including a final exam). One or more written assignments (e.g. exercises, term papers, case analysis, marketing plans, etc.) Other evaluation techniques (e.g. quizzes, team or individual exercises and oral presentations) may also be used.

VII. **Course Content:**

A. **Course Topics:**

1. Marketing's Role in the Global Economy
2. Marketing's Role within the Organization (*marketing concept, marketing mix, marketing plan*)
3. Evaluating Opportunities in the Marketing Environment (*external forces, competitive analysis, cultural and international differences*)
4. Information Systems and Forecasts, Marketing Research
5. Behavioral Dimensions of Consumer Markets and Organizational Markets
6. Market Segmentation, Targeting, Positioning Strategies
7. Product Management and New-Product Development
8. Services Marketing
9. Place Decisions, Channel Systems, Logistics and Retailing
10. Pricing and Value Issues (*introduce pricing strategies and associated math/calculations within the first half of the term*)
11. Integrated Marketing Communications
12. Social Responsibility and Ethical Issues
13. Developing and Implementing Marketing Plans

B. **Interdisciplinary Content:**

	Minimum Number of 50 Minute Periods Devoted to Topic	Required Graded Work Other Than Exams?
International/Global	1	*
Ethical Issues	1	*
Political Issues	.5	*
Social Issues	1	*
Legal/Regulatory Issues	.5	*
Environmental Issues	.5	*
Technology Issues	.5	*
Demographic Diversity	1	*

*Required graded work other than exams, will be at the discretion of the instructor.

C. **Interdisciplinary Skills:**

	Required Graded Work Other Than Exams?
Oral Communication	Yes
Written Communication	Yes
Critical Thinking	Yes
Working in Teams	Yes

NOTE: The teaching method and evaluation tools used by the faculty member will influence the amount of time devoted to each of these skills. Marketing plans, case analysis, and/or assignments are used to assess student's written communication skills.