Course Information

Division: Business
Course Number: SBM 111
Title: Marketing
Credits: 3
Developed by: Mike Fox
Lecture/Lab Ratio: 3 Lecture/0 Lab
Transfer Status:

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<th>ASU</th>
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<td>Activity Course</td>
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<td>Assessment Mode</td>
<td>Pre/Post Test (25 Questions/50 Points)</td>
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<td>Semester Taught</td>
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<td>GE Category</td>
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<td>Separate Lab</td>
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<td>Awareness Course</td>
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<td>Intensive Writing Course</td>
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Prerequisites
None

Educational Value
A. TO GENERAL EDUCATION: Acquaints the student with important market forces and concepts that are ever-present in today's consumer environment. The course introduces concepts which will help the student understand these forces.

B. TO MAJOR / PROGRAM: Required for the Small Business Management AAS degree and the Small Business Proprietor Certificate. It also serves as an option choice for several other occupational programs.

C. OTHER: The principles learned in this course assist students in understanding and managing one's own personal day-to-day affairs.

Description
A study of all the business functions performed in getting goods and services from the producer to the consumer, including understanding the customer and designing an appropriate system of products, pricing, promotion, and distribution to meet customer needs.
Supplies
None

Competencies and Performance Standards

1. **Analyze the contemporary marketing environment**

   **Learning objectives**
   *What you will learn as you master the competency:*
   
   a. Examine the concepts of customer focus, marketing technology, and ethical behavior, as they apply to business marketing.
   
   b. Demonstrate how value is created through customer satisfaction and quality.
   
   c. Analyze the marketing environment.
   
   d. Appraise the importance of marketing ethics and social responsibility.
   
   e. Explain the global dimensions of marketing.

   **Performance Standards**
   *Competence will be demonstrated:*
   
   o on satisfactory completion of "hands on" activities
   
   o on satisfactory completion of review questions
   
   o on satisfactory completion of written exam
   
   o on satisfactory completion of a written marketing plan

   **Criteria - Performance will be satisfactory when:**
   
   o learner examines the concepts of customer focus, marketing technology, and ethical behavior, as they apply to business marketing.
   
   o learner demonstrates how value is created through customer satisfaction and quality.
   
   o learner analyzes the marketing environment.
   
   o learner appraises the importance of marketing ethics and social responsibility.
   
   o learner explains the global dimensions of marketing.

2. **Characterize marketing planning, information and segmentation**

   **Learning objectives**
   *What you will learn as you master the competency:*
   
   a. Explain what true customer service is.
   
   b. Classify the variety of methods used for market forecasting and planning.
   
   c. Develop a basic marketing plan.
   
   d. Examine marketing research and decision support systems.
   
   e. Explain market segmentation, targeting, and positioning.

   **Performance Standards**
   *Competence will be demonstrated:*
   
   o on satisfactory completion of "hands on" activities
   
   o on satisfactory completion of review questions
   
   o on satisfactory completion of written exam
   
   o on satisfactory completion of a written marketing plan
3. **Explain buyer behavior and relationship marketing**

*Learning objectives*

*What you will learn as you master the competency:*

a. Identify the keys to customer behavior
b. Contrast business-to-business marketing with consumer marketing
c. Demonstrate the effectiveness of relationship marketing

*Performance Standards*

*Competence will be demonstrated:*

- on satisfactory completion of "hands on" activities
- on satisfactory completion of review questions
- on satisfactory completion of written exam
- on satisfactory completion of a written marketing plan

*Criteria - Performance will be satisfactory when:*

- learner identifies the keys to customer behavior
- learner contrasts business-to-business marketing with consumer marketing
- learner demonstrates the effectiveness of relationship marketing

4. **Summarize how sales and customer service can impact overall marketing strategy and effectiveness**

*Learning objectives*

*What you will learn as you master the competency:*

a. Explain how sales and customer service fit into marketing planning and execution
b. Outline significant sales and customer service strategies
c. Demonstrate how sales and customer service strategies impact overall profitability

*Performance Standards*

*Competence will be demonstrated:*

- on satisfactory completion of "hands on" activities
- on satisfactory completion of review questions
- on satisfactory completion of written exam
- on satisfactory completion of a written marketing plan

*Criteria - Performance will be satisfactory when:*

- learner explains how sales and customer service fit into marketing planning and execution
- learner outlines significant sales and customer service strategies
- learner demonstrates how sales and customer service strategies impact overall profitability
5. **Demonstrate the importance of effective product strategy**

**Learning objectives**

*What you will learn as you master the competency:*

a. Outline the components of good product strategy
b. Explain the importance of brand management and new-product planning
c. Contrast the marketing of services with product marketing

**Performance Standards**

*Competence will be demonstrated:*

- on satisfactory completion of "hands on" activities
- on satisfactory completion of review questions
- on satisfactory completion of written exam
- on satisfactory completion of a written marketing plan

*Criteria - Performance will be satisfactory when:*

- learner outlines the components of good product strategy
- learner explains the importance of brand management and new-product planning
- learner contrasts the marketing of services with product marketing

6. **Show how effective distribution strategy contributes to a successful business**

**Learning objectives**

*What you will learn as you master the competency:*

a. Explain the facets of marketing distribution channels
b. Demonstrate effective retailing concepts
c. Examine the steps involved in logistics and value chain management

**Performance Standards**

*Competence will be demonstrated:*

- on satisfactory completion of "hands on" activities
- on satisfactory completion of review questions
- on satisfactory completion of written exam
- on satisfactory completion of a written marketing plan

*Criteria - Performance will be satisfactory when:*

- learner explains the facets of marketing distribution channels
- learner demonstrates effective retailing concepts
- learner examines the steps involved in logistics and value chain management

7. **Summarize the uses of effective promotion**

**Learning objectives**

*What you will learn as you master the competency:*

a. Classify the components of integrated marketing communications
b. Summarize the components of advertising, sales promotion, and public relations
c. Explain personal selling and sales management

**Performance Standards**

*Competence will be demonstrated:*

- on satisfactory completion of "hands on" activities
- on satisfactory completion of review questions
- on satisfactory completion of written exam
- on satisfactory completion of a written marketing plan

**Criteria - Performance will be satisfactory when:**

- learner classifies the components of integrated marketing communications
- learner summarizes the components of advertising, sales promotion, and public relations
- learner explains personal selling and sales management

8. Explain the facets of proper pricing

**Learning objectives**

*What you will learn as you master the competency:*

a. Determine proper pricing for various products and services
b. Examine the management of the pricing function

**Performance Standards**

*Competence will be demonstrated:*

- on satisfactory completion of "hands on" activities
- on satisfactory completion of review questions
- on satisfactory completion of written exam
- on satisfactory completion of a written marketing plan

**Criteria - Performance will be satisfactory when:**

- learner determines proper pricing for various products and services
- learner examines the management of the pricing function

**Types of Instruction**

Classroom Presentation

**Grading Information**

**Grading Rationale**

One-hour tests and final exam - 35%
Post-test - 10%
Assignments - Review Questions - 20%
"Hands-on" Activities - 25%
Written Marketing Plan – 10%
Total possible - 100%
Grading Scale
A  90-100%
B  80-89%
C  70-79%
D  60-69%
F  Below 60%