

EASTERN ARIZONA COLLEGE

Marketing

Course Design

2019-2020

Course Information

Division	Business
Course Number	SBM 111
Title	Marketing
Credits	3
Developed by	Scott Russell
Lecture/Lab Ratio	3 Lecture/0 Lab
Transfer Status	

ASU	NAU	UA
Elective Credit	Elective Credit	Elective Credit

Activity Course	No
CIP Code	52.0703
Assessment Mode	Final Exam (25 Questions/50 Points)
Semester Taught	Fall and Spring
GE Category	None
Separate Lab	No
Awareness Course	No
Intensive Writing Course	No
Diversity and Inclusion Course	No

Prerequisites

None

Educational Value

- 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.
- 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.
- 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 true customer service.
- 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

Criteria - Performance will be satisfactory when:

- learner explains what true customer service is
- learner classifies the variety of methods used for market forecasting and planning
- learner develops a basic marketing plan
- learner examines marketing research and decision support systems
- learner explains market segmentation, targeting, and positioning

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:

- Outline the components of good product strategy.
- Explain the importance of brand management and new-product planning.
- 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:

- Explain the facets of marketing distribution channels.
- Demonstrate effective retailing concepts.
- 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:

- Classify the components of integrated marketing communications.
- Summarize the components of advertising, sales promotion, and public relations.

- c. Explain personal selling and sales management.

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 classifies the components of integrated marketing communications
- o learner summarizes the components of advertising, sales promotion, and public relations
- o 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:

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

Types of Instruction

Classroom Presentation

Grading Information

Grading Rationale

Exams - 35%

Final Exam - 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%