

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



**COURSE OUTLINE
BSAD 203 – MARKETING**

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Revised by: Nicholas Kocher**

**SCHOOL OF BUSINESS AND LIBERAL ARTS
BUSINESS DEPARTMENT
SPRING 2015**

- A. **TITLE:** Marketing
- B. **COURSE NUMBER:** BSAD 203
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **COURSE LENGTH:** 15 weeks
- F. **SEMESTER(S) OFFERED:** Fall and Spring
- G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** 3 hours of lecture per week
- H. **CATALOG DESCRIPTION:** This course provides students with an introduction to marketing as a functional area of business. Students build an understanding of the marketing mix (price, product, promotion, and placement) and its role in contributing to successful business operations. Students explore the impact of legal, political, social, ethical, technological, economic, and competitive factors on marketing activities.
- I. **PRE-REQUISITES:** ACCT 101 Foundations of Financial Accounting, or BSAD 100 Introduction to Business, or ESPT 100 Introduction to eSports Management, or HSMB 101 Introduction to Health Services Management, or permission of instructor.
- J. **GOALS (STUDENT LEARNING OUTCOMES):**

By the end of this course, the student will be able to:

<i>Course Objective</i>	<i>Institutional SLO</i>
1. Identify and define the role of marketing as a functional area of business.	2. Crit. Thinking
2. Explore and define the marketing mix.	2. Crit. Thinking
3. Explain the importance of a customer orientation on the part of employees throughout the firm.	2. Crit. Thinking 3. Prof. Competence
4. Identify the consumer decision making process and apply it to making intelligent purchase decisions as a consumer.	2. Crit. Thinking 3. Prof. Competence

- K. **TEXTS:** Armstrong, G. & Kotler, P. (2015). *Marketing: An Introduction* (11 ed.). Upper Saddle River, NJ: Pearson Education.
- L. **REFERENCES:** none
- M. **EQUIPMENT:** Technology Enhanced Classroom

N. GRADING METHOD: A - F

O. MEASUREMENT CRITERIA/METHODS: Assignments, Reports, Quizzes, Exams, and Participation

P. DETAILED TOPICAL OUTLINE:

I. Modern Marketing

1. The Field of Marketing
2. The Marketing Environment
3. Marketing Information System and Marketing Research

II. Target Markets

1. Selecting Target Markets
2. Cultural and Social-Group Influences on Consumer Behavior
3. Psychological Influences on Buyer Behavior

III. The Product

1. Product Planning and Development
2. Product-Mix Strategies
3. Product Planning and Branding

IV. Price

1. Pricing Objectives and price Determination
2. Basic Methods of Setting Price
3. Pricing Strategies and Policies

V. Distribution

1. The Wholesale Market
2. Channels of Distribution
3. Management of Physical Distribution

VI. Promotion

1. The Promotional Program
2. Management of Advertising and Sales Promotion

VII. Planning and Evaluating the Marketing Effort

1. Marketing Strategy Development
2. Marketing: Societal Appraisal and Prospect

Q. LABORATORY OUTLINE: N/A