MASTER SYLLABUS

COURSE NUMBER – COURSE NAME
BSAD 203 - Marketing

CIP Code: 52.1401
For assistance determining CIP Code, please refer to this webpage https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=55 or reach out to Sarah Todd at todds@canton.edu

Created by: Nicholas C Kocher
Updated by: Nicholas Kocher

School of Business and Liberal Arts
Department: BUSINESS
Semester/Year: FALL 2023
A. TITLE: Marketing

B. COURSE NUMBER: BSAD 203

C. CREDIT HOURS: (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)
   
   # Credit Hours: 3
   # Lecture Hours: 3 per week
   # Lab Hours: 0 per week
   Other: 0 per week

   Course Length: 15 Weeks

D. WRITING INTENSIVE COURSE: Yes ☐ No ❌

E. GER CATEGORY: None: ☒ Yes: GER
   If course satisfies more than one: GER

F. SEMESTER(S) OFFERED: Fall ☑ Spring ☐ Fall & Spring ☑

G. COURSE 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.

H. PRE-REQUISITES: None ☐ Yes ☑ If yes, list below:

   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.

   CO-REQUISITES: None ☒ Yes ☐ If yes, list below:

I. STUDENT LEARNING OUTCOMES: (see key below)

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

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>Program Student Learning Outcome [PSLO]</th>
<th>GER [If Applicable]</th>
<th>ISLO &amp; SUBSETS</th>
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<tr>
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<tr>
<td>ISLO #</td>
<td>Communication Skills</td>
<td>ISLO &amp; Subsets</td>
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<td>1</td>
<td>Oral [O], Written [W]</td>
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<tr>
<th>ISLO #</th>
<th>Critical Thinking</th>
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<thead>
<tr>
<th>a. Identify and define the role of marketing as a functional area of business.</th>
<th>Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management</th>
<th>2-Crit Think ISLO ISLO ISLO</th>
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<td>b. Explore and define the marketing mix.</td>
<td>Demonstrate the ability to identify and evaluate relevant information for decision-making.</td>
<td>2-Crit Think ISLO ISLO ISLO</td>
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<td>c. Explain the importance of a customer orientation on the part of employees throughout the firm.</td>
<td>Demonstrate the ability to identify and evaluate relevant information for decision-making.</td>
<td>2-Crit Think ISLO ISLO ISLO</td>
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<td>d. Identify the consumer decision making process and apply it to making intelligent purchase decisions as a consumer.</td>
<td>Demonstrate the ability to identify and evaluate relevant information for decision-making.</td>
<td>2-Crit Think ISLO ISLO ISLO</td>
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KEY

Institutional Student Learning Outcomes [ISLO 1 – 5]
Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]

3  Foundational Skills  
Information Management [IM], Quantitative Lit./Reasoning [QTR]

4  Social Responsibility  
Ethical Reasoning [ER], Global Learning [GL],  
Intercultural Knowledge [IK], Teamwork [T]

5  Industry, Professional, Discipline Specific Knowledge and Skills

*Include program objectives if applicable. Please consult with Program Coordinator

J.  APPLIED LEARNING COMPONENT: Yes ☒ No ☐

If YES, select one or more of the following categories:

☐ Classroom/Lab ☐ Civic Engagement  
☐ Internship ☐ Creative Works/Senior Project  
☐ Clinical Placement ☐ Research  
☐ Practicum ☐ Entrepreneurship  
☐ Service Learning ☐ (program, class, project)  
☐ Community Service

K.  TEXTS:
None. (OER materials built into course shell)

L.  REFERENCES:
None

M.  EQUIPMENT: None ☐ Needed: Technology Enhanced Classroom

N.  GRADING METHOD: A-F

O.  SUGGESTED MEASUREMENT CRITERIA/METHODS:
Assignments, Marketing Plan Project, Quizzes, Exams, and Participation

P.  DETAILED COURSE 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: None ☒ Yes ☐