

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



MASTER SYLLABUS

BSAD 203 - MARKETING

Created by: Nicholas Kocher

**SCHOOL OF BUSINESS AND LIBERAL ARTS
BUSINESS DEPARTMENT
SPRING 2019**

- A. **TITLE:** Marketing
- B. **COURSE NUMBER:** BSAD 203
- C. **CREDIT HOURS:** 3 credit hours: three lecture hours per week for 15 weeks.
- D. **WRITING INTENSIVE COURSE:** No
- E. **GER CATEGORY:** None
- F. **SEMESTER(S) OFFERED:** Fall and 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/CO-REQUISITES:**
- a. **Pre-requisite(s):** 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.
- b. **Co-requisite(s):** None
- c. **Pre- or co-requisite(s):** None
- I. **STUDENT LEARNING OUTCOMES:**

<u>Course Student Learning Outcome [SLO]</u>	<u>PLO</u>	<u>GER</u>	<u>ISLO</u>
a. Identify and define the role of marketing as a functional area of business.	Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management		2 [CA, IA]
b. Explore and define the marketing mix.	Demonstrate the ability to identify and evaluate relevant information for decision-making.		2 [CA, IA]
c. Explain the importance of a customer orientation on the part of employees throughout the firm.	Demonstrate the ability to identify and evaluate relevant information for decision-making.		2[CA, IA] 5
d. Identify the consumer decision making process and apply it to making intelligent purchase decisions as a consumer.	Demonstrate the ability to identify and evaluate relevant information for decision-making.		2[CA, IA, PS] 5

KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

J. **APPLIED LEARNING COMPONENT:** Yes x No

Entrepreneurship

K. **TEXTS:**

Lamb, C., Hair, J., McDaniel (2018). *MKTG* (12th ed.). Cengage. ISBN: 9781337407588

L. **REFERENCES:** none

M. **EQUIPMENT:** Technology Enhanced Classroom

N. **GRADING METHOD:** A - F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

Assignments, Reports, 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: