

# Washtenaw Community College Comprehensive Report

## BMG 250 Principles of Marketing Effective Term: Fall 2011

### Course Cover

**Division:** Business and Computer Technologies

**Department:** Business

**Discipline:** Business Management

**Course Number:** 250

**Org Number:** 13210

**Full Course Title:** Principles of Marketing

**Transcript Title:** Principles of Marketing

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:** Three Year Review / Assessment Report

**Change Information:**

Course description

Outcomes/Assessment

Objectives/Evaluation

**Rationale:** Industry updates and feedback from assessment.

**Proposed Start Semester:** Fall 2011

**Course Description:**

In this course, students will gain an understanding of marketing strategy, segmentation, differentiation, buyer behavior and emerging technology tools for marketers. The course also focuses on marketing decisions, with emphasis on the key strategy decisions in each area of the marketing mix: product, place, promotion and pricing.

### Course Credit Hours

**Variable hours:** No

**Credits:** 3

**Lecture Hours: Instructor:** 45 **Student:** 45

**Lab: Instructor:** 0 **Student:** 0

**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 45 **Student:** 45

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

### College-Level Reading and Writing

College-level Reading & Writing

### College-Level Math

#### Requisites

**Prerequisite**

Academic Reading and Writing Levels of 6

### General Education

### Request Course Transfer

## Proposed For:

### Student Learning Outcomes

1. Recognize and determine target market(s) and segments for consumer and business markets.

#### **Assessment 1**

**Assessment Tool:** Departmental Exam

**Assessment Date:** Winter 2013

**Assessment Cycle:** Every Three Years

**Course section(s)/other population:** All sections

**Number students to be assessed:** All students

**How the assessment will be scored:** Answer key

**Standard of success to be used for this assessment:** Overall students will score an average of 70% or higher on the departmental exam.

**Who will score and analyze the data:** Marketing instructor will score the assessment and discuss with department.

2. Identify a company's marketing strategy.

#### **Assessment 1**

**Assessment Tool:** Departmental Exam

**Assessment Date:** Winter 2013

**Assessment Cycle:** Every Three Years

**Course section(s)/other population:** All sections

**Number students to be assessed:** All students

**How the assessment will be scored:** Answer key

**Standard of success to be used for this assessment:** Overall students will score an average of 70% or higher on the departmental exam.

**Who will score and analyze the data:** Marketing instructor will score the assessment and discuss with department.

3. Apply the marketing mix to a variety of real life products and services.

#### **Assessment 1**

**Assessment Tool:** Departmental Exam

**Assessment Date:** Winter 2013

**Assessment Cycle:** Every Three Years

**Course section(s)/other population:** All sections

**Number students to be assessed:** All students

**How the assessment will be scored:** Answer key

**Standard of success to be used for this assessment:** Overall students will score an average of 70% or higher on the departmental exam.

**Who will score and analyze the data:** Marketing instructor will score the assessment and discuss with department.

### Course Objectives

1. Identify how a marketing orientation guides a business or nonprofit organization in the process of providing superior value to customers.

#### **Methods of Evaluation**

Case Analysis, Scenario or Study

Exams/Tests

#### **Matched Outcomes**

2. Explain the marketing strategy process of a specific target market and blending the four P's into a marketing mix.

#### **Methods of Evaluation**

Case Analysis, Scenario or Study

Exams/Tests  
Individual or Group Performance, Project or Presentation  
Paper(s)

**Matched Outcomes**

3. Explain the segmentation and positioning process.

**Methods of Evaluation**

Case Analysis, Scenario or Study  
Exams/Tests  
Paper(s)

**Matched Outcomes**

4. Explain how the uncontrollable external environments affect the marketing strategy.

**Methods of Evaluation**

Case Analysis, Scenario or Study  
Class Attendance, Participation or Work  
Exams/Tests  
Paper(s)

**Matched Outcomes**

5. Differentiate behavioral aspects between consumer, business and organizational customers.

**Methods of Evaluation**

Case Analysis, Scenario or Study  
Exams/Tests

**Matched Outcomes**

6. Analyze how research and marketing information improve each area of marketing strategic planning.

**Methods of Evaluation**

Case Analysis, Scenario or Study  
Exams/Tests

**Matched Outcomes**

7. Identify the product planning process for goods and services as well as new-product development and the different strategy decisions that are required at different stages of the product life cycle.

**Methods of Evaluation**

Activity or Exercise  
Case Analysis, Scenario or Study  
Discussion  
Exams/Tests

**Matched Outcomes**

8. Identify the decisions of using direct distribution or develop channels of distribution, utilizing various forms of logistics.

**Methods of Evaluation**

Activity or Exercise  
Case Analysis, Scenario or Study  
Discussion  
Exams/Tests

**Matched Outcomes**

9. Identify the different types and functions of retailers and wholesalers and their strategy planning.

**Methods of Evaluation**

Activity or Exercise  
Case Analysis, Scenario or Study  
Discussion  
Exams/Tests

**Matched Outcomes**

10. Choose the appropriate promotional blend (personal selling, advertising, sales promotion, public relations, Internet) directed toward a specific target.

**Methods of Evaluation**

Activity or Exercise  
Case Analysis, Scenario or Study  
Discussion  
Exams/Tests

**Matched Outcomes**

11. Explain the pricing objectives and policies aimed at a specific target market.

**Methods of Evaluation**

Activity or Exercise  
Case Analysis, Scenario or Study  
Discussion  
Exams/Tests

**Matched Outcomes**

12. Identify emerging technologies and their use as elements of the marketing mix.

**Methods of Evaluation**

Activity or Exercise  
Case Analysis, Scenario or Study  
Discussion  
Exams/Tests  
Other  
Paper(s)  
Quizzes  
Research or Other Projects

**Matched Outcomes**

**New Resources for Course**

**Course Textbooks/Resources**

Textbooks

Perreault & McCarthy. *Essentials of Marketing*, 12e ed. McGraw-Hill, 2010, ISBN: 9780073404813.

Manuals

Periodicals

Software

**Equipment/Facilities**

Level III classroom

**Reviewer**

**Faculty Preparer:**

**Department Chair/Area Director:**

*Colette Young*

**Dean:** *Rosemary Wilson*

**Vice President for Instruction:** *Stuart*

**Action**

*Faculty Preparer*

*Recommend Approval*

*Recommend Approval*

*Approve*

**Date**

*Mar 07, 2011*

*Mar 18, 2011*

*Mar 22, 2011*

*Apr 22, 2011*

*Blacklaw*