1. **COURSE TITLE\*: Principles of Marketing**
2. **CATALOG – PREFIX/COURSE NUMBER/COURSE SECTION\*: BADM 2204**
3. **PREREQUISITE(S)\*: None COREQUISITE(S)\*: ECON 2205**
4. **COURSE TIME/LOCATION/MODALITY: (*Course Syllabus – Individual Instructor Specific*)**
5. **CREDIT HOURS\*: 3 LECTURE HOURS\*: 3**

**LABORATORY HOURS\*: 0 OBSERVATION HOURS\*: 0**

1. **FACULTY CONTACT INFORMATION: *(Course Syllabus – Individual Instructor Specific)***
2. **COURSE DESCRIPTION\*:**

An introduction to marketing activities, analysis, strategies, and decision making. Topics include: integration of product, price, promotion, and distribution activities; research and analysis of markets, environments, competition, and customers; market segmentation and selection of target markets; and emphasis on behavior and perspectives of consumers and organizational customers.

Planning and decision making for products and services in profit and nonprofit, domestic and global settings are also covered.

1. **LEARNING OUTCOMES\*:**

Students who successfully complete Principles of Marketing are expected to demonstrate all of the following Student Learning Outcomes (SLO):

1. Working knowledge and application of marketing terminology, concepts, activities, and strategies
2. Understanding of marketing functions within the organization and external environments and marketing’s contributions to organizational attainment of goals and objectives
3. Quantitative and qualitative analytical awareness through application of marketing concepts, theories and tools to setting strategies and solving marketing problems
4. Recognition of the importance of creative and critical thinking and written and oral communication in the marketing profession

Students who successfully complete Principles of Marketing are expected to demonstrate proficiency in each of the following thirteen main Body of Knowledge (BK) topics:

1. Customer-driven marketing concept and activities
2. Concepts of strategic planning
3. Analysis of external environments
4. Marketing in domestic and global settings
5. Ethical reasoning and social responsibility
6. Segmentation analysis, selection of target markets, and positioning
7. Marketing research
8. Consumer and organizational buying behavior
9. Management of product offerings
10. Management of services
11. Management of distribution and marketing channels
12. Management of integrated marketing communications
13. Management of pricing decisions
14. **ADOPTED TEXT(S)\*:**

***Principles of Marketing  
A FREE Online Educational Resource from OpenStax***

[***https://openstax.org/details/books/principles-marketing***](https://openstax.org/details/books/principles-marketing)

1. **OTHER REQUIRED MATERIALS: (SEE APPENDIX C FOR TECHNOLOGY REQUEST FORM.) \*\***

***Microsoft Office 365, Including Microsoft Word & Microsoft PowerPoint***

Office 365 is a free suite of applications available to all SSCC students. It includes "light" cloud-based versions of traditional office programs like Microsoft Word, Excel, and PowerPoint as well as the OneDrive application which allows up to 5 GB of online storage so students can access their files from anywhere.

Students can access these applications thought the Office 365 [My Apps Portal](https://portal.office.com/myapps). Students can also download & install Office 365 "full version" suite on up to 5 devices by following the [Install free Microsoft Office 365 Software](https://ssccsupport.freshdesk.com/support/solutions/articles/48000205553-install-free-microsoft-office-365-software) instruction.

For more details, or assistance with accessing/installing the software, visit <https://www.sscc.edu/tech-support/index.shtml>

1. **GRADING SCALE\*\*\*:**

Grading will follow the policy in the catalog. The scale is as follows:

A: 90 – 100

B: 80 – 89

C: 70 – 79

D: 60 – 69

F: 0 – 59

1. **GRADING PROCEDURES OR ASSESSMENTS: (*Course Syllabus – Individual Instructor Specific)***

Knowledge of content will be evaluated by exams, quizzes, assignments, and work projects per instructor.

|  |  |  |
| --- | --- | --- |
| *Category* | ***EXAMPLE ONLY***  *Total Points* | *% of Grade* |
| Exams (4) | 200 | 40% |
| Marketing Plan | 100 | 20% |
| Chapter Quizzes | 100 | 20% |
| Learning Activities  (Discussions, Cases) | 100 | 20% |
| Total | 500 | 100% |

1. **COURSE METHODOLOGY: *(Course Syllabus – Individual Instructor Specific)***

**Sample Asynchronous Online**

Students will achieve the learning outcomes of the course by participating in a variety of learning activities specifically designed for an online environment. 

These activities include discussion boards, video lectures, video problem demonstrations, accounting simulations, and group exercises. 

Your course content will be laid out in Canvas using Weekly Modules. Each week's module will be divided into three sections:

|  |  |
| --- | --- |
| **Section** | **Description** |
| Read | Links to Chapter & Supplementary readings. You should complete all readings before continuing to the other sections of the weekly module. |
| Review | Links to lecture videos and other review materials. These activities are designed to reinforce what you have read and should assist you in understanding the course material. |
| Assignments | Links to activities you will complete for a grade. |

All links in a module will be available any time the module is open. I recommend working through the links in the order they appear in Canvas

1. **COURSE OUTLINE: *(Course Syllabus – Individual Instructor Specific)***

**16 Week Course**

|  |  |  |  |
| --- | --- | --- | --- |
| **Week** | **Topics** | **LO** | **BK** |
| **1** | Ch. 1 - Marketing and Customer Value  Ch. 2 – Strategic Planning in Marketing | 1 | 1, 2, 3 |
| **2** | Ch. 3 – Consumer Markets  Ch. 4 – Business Markets | 2 | 8 |
| **3** | Exam #1 (Chapters 1 – 4)  Marketing Plan Part 1 (Company Background & SWOT) | 1, 2 | 1, 2, 3, 8 |
| **4** | Ch. 5- Market Segmentation, Targeting, and Positioning | 3 | 6 |
| **5** | Ch. 6 – Marketing Research | 3 | 7 |
| **6** | Ch. 7 – Marketing in a Global Environment  Ch. 8 – Marketing in a Diverse Environment | 2 | 4, 5 |
| **7** | Exam #2 (Chapters 5 – 8)  Marketing Plan Part 2 (Market Segmentation/Target Markets) | 2, 3 | 4 - 7 |
| **8** | Ch. 9 – Products  Ch. 10 – New Product Offerings | 1, 3, 4 | 9 |
| **9** | Ch. 11 - Services | 1, 2, 4 | 10 |
| **10** | Ch. 12 – Pricing Products & Services | 2, 3, 4 | 13 |
| **11** | Exam #3 (Chapters 9 – 12)  Marketing Plan Part III (Situation Analysis) | 1 – 4 | 9, 10, 13 |
| **12** | Ch. 13 – Integrated Marketing Communications  Ch. 14 – Advertising & PR | 1 – 4 | 12  1, 5 |
| **13** | Ch. 15 – Personal Selling & Sales Promotions | 1 – 4 | 1, 5 |
| **14** | Ch. 16 – Social Media & Mobile Marketing | 1 – 4 | 1, 5 |
| **15** | Ch. 17 – Distribution | 1 – 4 | 11 |
| **16** | Exam #4 (Chapters 13 – 18)  Marketing Plan Part IV (Marketing Strategy) | 1 – 4 | 1, 5, 11, 12 |

**8 Week Course**

|  |  |  |  |
| --- | --- | --- | --- |
| **Week** | **Topics** | **LO** | **BK** |
| **1** | Ch. 1 - Marketing and Customer Value Ch. 2 – Strategic Planning in Marketing | 1 | 1, 2, 3 |
| **2** | Ch. 3 – Consumer Markets Ch. 4 – Business Markets Exam #1 (Chapters 1 – 4) Marketing Plan Part 1 (Company Background & SWOT) | 2  1, 2 | 8  1, 2, 3, 8 |
| **3** | Ch. 5- Market Segmentation, Targeting, and Positioning  Ch. 6 – Marketing Research | 3 | 6, 7 |
| **4** | Ch. 7 – Marketing in a Global Environment Ch. 8 – Marketing in a Diverse Environment Exam #2 (Chapters 5 – 8) Marketing Plan Part 2 (Market Segmentation/Target Markets) | 2  2, 3 | 4, 5  4 - 7 |
| **5** | Ch. 9 – Products  Ch. 10 – New Product Offerings | 1, 3, 4 | 9 |
| **6** | Ch. 11 – Services Ch. 12 – Pricing Products & Services Exam #3 (Chapters 9 – 12) Marketing Plan Part 3 (Situation Analysis) | 1 – 4 | 10  13  9, 10, 13 |
| **7** | Ch. 13 – Integrated Marketing Communications Ch. 14 – Advertising & PR Ch. 15 – Personal Selling & Sales Promotions | 1 – 4 | 1, 5, 11, 12 |
| **8** | Ch. 16 – Social Media & Mobile Marketing  Ch. 17 – Distribution  Exam #4 (Chapters 13 – 18)  Marketing Plan Part 4 (Marketing Strategy) | 1 – 4 | 1, 5, 11, 12 |

1. **SPECIFIC MANAGEMENT REQUIREMENTS\*\*\*:**

**Student’s Responsibility**: Read the Textbook, Read the Chapter Learning Objectives, Read the Chapter Summary, Attend Class, Be prepared to participate in class, Display Sincere Adult Behavior, Complete the Project and EXAMS by the Due Dates, Practice academic integrity at all times by avoiding plagiarism and pirated answer keys.

**Instructor’s Responsibility:** It is the responsibility of the instructor to enhance and expand the meaning and application of the subject matter covered in the course. The instructor will provide grades in a timely manner and make arrangements to be available for assistance as needed.

1. **FERPA\*:**

Students need to understand that their work may be seen by others. Others may see your work when being distributed, during group project work, or if it is chosen for demonstration purposes. Students also need to know that there is a strong possibility that your work may be submitted to other entities for the purpose of plagiarism checks.

1. **ACCOMMODATIONS: \***

Students requesting accommodations may contact Ryan Hall, Accessibility Coordinator at rhall21@sscc.edu or 937-393-3431, X 2604.

Students seeking a religious accommodation for absences permitted under Ohio’s Testing Your Faith Act must provide the instructor and the Academic Affairs office with written notice of the specific dates for which the student requires an accommodation and must do so no later than fourteen (14) days after the first day of instruction or fourteen (14) days before the dates of absence, whichever comes first. For more information about Religious Accommodations, contact Ryan Hall, Accessibility Coordinator at [rhall21@sscc.edu](mailto:rhall21@sscc.edu) or 937-393-3431 X 2604.

1. **OTHER INFORMATION\*\*\*:**

**SYLLABUS TEMPLATE KEY**

**\*** Item cannot be altered from that which is included in the master syllabus approved by the Curriculum Committee.

**\*\*** Any alteration or addition must be approved by the Curriculum Committee

**\*\*\*** Item should begin with language as approved in the master syllabus but may be added to at the discretion of the faculty member.