

**Tompkins Cortland Community College**  
**Master Course Syllabus**

**Course Discipline and Number: BUAD 204**  
**Course Title: Principles of Marketing**

**Year: 2021-2022**  
**Credit Hours: 3**

**Attendance Policy:** *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

**Services for Students with Disabilities:** *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

**Course Description**

Introduces students to the basic principles of marketing as they relate to modern day business. The course is centered on the four Ps: product, place, promotion, and price. Case problems and current marketing situations are utilized in discussing the marketing concepts. In addition, projects are assigned to allow the student to explore various marketing situations. Prerequisites: MATH 090 if required by placement testing; prior completion or concurrent enrollment in RDNG 116 and ENGL 100 if required by placement testing. 3 Cr. (3 Lec.) Fall and spring semesters.

**Course Context/Audience**

This course is intended for business administration students in the AAS degree program. It is a required course designed to provide students with both theory and practical aspects of consumer orientation as an effective management tool. The course is also a prerequisite for BUAD 102, BUAD 211 and BUAD 213.

**Basic Skills/Entry Level Expectations**

- Writing:** WC College level writing skills are required. See course co-requisites or pre-requisites.  
**Math:** M2 Completed MATH 090 (if needed) - Course requires only the use of basic mathematical skills.  
**Reading:** R3 Course may be taken concurrently with RDNG 116.

**Course Goals**

1. Students will develop a clear understanding of key marketing concepts and issues.
2. Students will develop an understanding of the applicability of marketing theory in practice in today's workplace.
3. Students will be able to distinguish between strategic and tactical marketing issues.
4. Students will be able to comprehend fundamental marketing topics such as consumer decision making, business marketing, segmenting and targeting, marketing research and marketing decision support systems.
5. Students will be able to integrate social and environmental sustainability into marketing decision framework.
6. Students will acquire a global vision for your marketing decisions.

**Course Objectives/Topics**

Objective/Topic	# Hours
Students will be able to identify the role of promotion in marketing strategy.	6 Hours

Students will be able to define the growing role of technology including e-marketing and virtual store fronts.	6 Hours
Students will be able to explain the decisions companies make when developing product lines and mixes.	6 Hours
Students will be able to synchronize the distinctive characteristics that affect the effective marketing of services.	6 Hours
Students will be able to compare and appraise the different pricing strategies and know when and how to apply them.	6 Hours
Students will be able to explain consumer behavior and the role that it plays in segmenting markets.	9 Hours
Students will be able to develop an advanced understanding of key channel management decisions within the marketing mix and apply them to practical examples and situations.	6 Hours

**General Education Goals - Critical Thinking & Social/Global Awareness**

<b>CRITICAL THINKING OUTCOMES</b>	<b>HOW DOES THE COURSE ADDRESS THE OUTCOMES</b> (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<p>Students will be able to</p> <ul style="list-style-type: none"> <li>➤ develop meaningful questions to address problems or issues</li> <li>➤ gather, interpret, and evaluate relevant sources of information</li> <li>➤ reach informed conclusions and solutions</li> <li>➤ consider analytically the viewpoints of self and others</li> </ul>	<p>Students will study issue in marketing and consumer behavior to help determine appropriate strategies.</p> <p>Student will use case studies to examine companies who are experiencing problems. They will provide analysis and recommendations</p> <p>Students will review marketing research for the purpose of determining its effective use in the planning of marketing strategies.</p> <p>Students will review sample data from a variety of sources. The analysis will be based on the relevance of that data to marketing strategy decision-making.</p> <p>Students will review marketing strategies from a variety of sources to help develop analysis tools.</p> <p>Student will use case studies to examine companies who are experiencing problems. They will provide analysis and recommendations</p> <p>Students will participate in class discussions on a variety of marketing issues.</p> <p>Class discussions will feature presentations of assigned material with student response and recommendations of research efforts.</p>

<b>SOCIAL/GLOBAL AWARENESS OUTCOMES</b>	<b>HOW DOES THE COURSE ADDRESS THE OUTCOMES</b> (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<ul style="list-style-type: none"> <li>➤ Students will begin to understand how their lives are shaped by the complex world in which they live.</li> <li>➤ Students will understand that their actions have social, economic and environmental consequences</li> </ul>	<p>Students will spend a good portion of semester examining variations in marketing strategies based on location and culture in the US and the rest of the world.</p> <p>Textbook reading and ancillary reading will cover cultural issues within the US and the world. Videos provided by the publisher will take the student outside the classroom. Appropriate websites will give student access to information from other parts of the world as well.</p> <p>Students will study the effect that U.S. and other companies have on the cultures that they attempt to sell their products in.</p> <p>Case studies and case histories on the actions of companies and their effect on culture will provide knowledge in this area.</p>

**Instructional Methods:** Lecture, case studies, guest speakers, class exercises, current event summaries.

**Methods of Assessment/Evaluation**

Method	% Course Grade
Examinations (3)	70%
Case Studies	10%
Class Exercises	20%

**Text(s)**

Contemporary Marketing, 2009, Boone and Kurtz.

**Bibliography**

Gabbott, Mark (Ed.), (2008) Introduction to Marketing: A Value Exchange Framework, Pearson Education.

Kerin, Roger A., Steven W. Hartley, Eric N. Berkowitz and William Rudelius (2006), Marketing, 9th Edition, McGraw-Hill.

Kotler, Philip and Gary Armstrong (2008), Principles of Marketing, Prentice Hall.

Kotler, Philip and Kevin Lane Keller (2009), Marketing Management, 13th Edition, Prentice-Hall.

**Other Learning Resources**

<p><b>Audiovisual</b> Media coverage of marketing activities throughout many industries is available through streaming video (YOUTUBE) for class use; DVDs from various publishers are also available.</p>
<p><b>Electronic</b> There are a many professional and textbook websites available for instructor support, as well as many hosted by colleges and universities. These included but are not limited to:  <a href="http://www.marketingpower.com/Pages/default.aspx">http://www.marketingpower.com/Pages/default.aspx</a>  <a href="http://www.the-dma.org/index.php">http://www.the-dma.org/index.php</a>  <a href="http://womma.org/summit09/">http://womma.org/summit09/</a>  <a href="http://www.imanetwork.org/">http://www.imanetwork.org/</a></p>
<p><b>Other</b> No resources specified</p>