

CLASS NUMBER AND NAME:

TOTAL HOURS/ UNITS:

24 HOURS/2 UNITS

PREREQUISITES:

GBN132C, Administration: Project Management

TEXTS AND MATERIALS:

MKTG, Principles of Marketing: Lamb, Hair, McDaniel: 12th edition, 2019 Cengage: SBN-13: 978-1337407588

CLASS DESCRIPTION:

This class provides useful tips, checklists, and creative ideas of successful marketing practices. The students will also discuss customer service, developing a marketing plan, marketing budgets, and marketing and the law.

CLASS OBJECTIVES:

This class provides an overview of the world of marketing including Social Networking, Customer Relationship Management and Sales Promotion and Personal Selling

CLASS FORMAT OVERVIEW:

This class is a combination of lecture and student participation.

REQUIREMENTS:

Time spent in preparation for or reflection on course lecture will approximate two hours outside of class for each lecture credit hour utilized by the instructor in delivery of the material and ¼ hour outside of class for each hour of structured lab time.

METHOD OF INSTRUCTION:

Each topic will be discussed thoroughly and will be supplemented with written materials. Class work and homework will be assigned to engage the student.

ATTENDANCE:

It is expected that each student will be in class when class begins. Should the student arrive more than five minutes late they should notify the instructor of their presence, it will be up to the instructor to decide if the student has arrived in time to be counted as present- the instructor's decision is final.

**80% attendance is mandatory**

It will be the student's responsibility to learn of any assignments given in class when absent.

TESTING:

Exams will be given as needed throughout the module.

LATE TESTING:

A late test will result in a 10% penalty (tests start with a B). All retakes and tests must be rescheduled with the instructor in a timely manner.

**GRADING POLICIES:**

The final grade is computed on:

- |                   |     |
|-------------------|-----|
| 1. Assignments    | 75% |
| 2. Attendance and | 25% |

|         |   |
|---------|---|
| 90-100% | A |
| 80-89%  | B |
| 70-79%  | C |
| 60-69%  | D |
| 0-59%   | F |

**ANTICIPATED LEARNING  
OUTCOMES:**

Upon completing this course, the student will be able to:

1. Demonstrate an understanding of marketing, strategic planning for competitive advantage, ethics and social responsibility
2. Demonstrate an understanding consumer decision making.
3. Demonstrate an understanding segmenting and targeting markets.
4. Demonstrate an understanding of applying key marketing methodologies in: sales, market research, customer service, advertising, public relations, promotions, data base marketing, electronic marketing, packaging, collateral materials, understanding rates and fares, pricing strategies and revenue maximization.
5. Demonstrate an understanding of sales promotion and personal selling.
6. Demonstrate an understanding of customer relationship marketing and social media and marketing.

## Marketing Class Schedule

| <b>Week</b>  | <b>Reading Chapters</b> | <b>Internet</b> | <b>Class discussions</b> | <b>Homework</b> |
|--------------|-------------------------|-----------------|--------------------------|-----------------|
| <b>One</b>   |                         |                 |                          |                 |
| <b>Two</b>   |                         |                 |                          |                 |
| <b>Three</b> |                         |                 |                          |                 |
| <b>Four</b>  |                         |                 |                          |                 |
| <b>Five</b>  |                         |                 |                          |                 |
| <b>Six</b>   |                         |                 |                          |                 |

Please note, this is just a suggested class schedule. Guest speakers and/or site inspection may be scheduled based on availability and class schedule will be adjusted accordingly.