

Skyline College
Official Course Outline

Date: January 2006

1. TITLE:

BUS. 291 – Marketing Tactics

Units: 1.5 units; a minimum of 24 class hours

Prerequisite: BUS 290. **Recommended:** Eligibility for ENGL 836 and READ 836 or ENG 846 and READ 846, or equivalent.

2. COURSE CLASSIFICATION:

Credit course applicable to the Associate Degree.

3. COURSE DESCRIPTIONS:

Introduction to current marketing tactics used to attract and retain customers. Topics include product ideas and product lifecycles, setting prices, choosing distribution channels, tools of marketing promotion, and business tactics in a global age.

4. COURSE JUSTIFICATION:

This course is required for students interested in obtaining an Associate Degree or Certificate in Marketing, and is recommended for students interested in degree or certificate programs in Business Administration or International Trade. It is also applicable to students who have little or no knowledge in marketing and wish to explore marketing as a career.

5. STUDENT LEARNING OUTCOMES (SLO'S):

Upon successful completion of this course a student will be able to:

- Explain how products are defined and what are product lifecycles.
- Describe the different pricing approaches and price-adjustment strategies.
- Broadly select the distribution channels that match product and company goals.
- Describe the different types of promotional tools used to communicate with customers and identify their strengths and weaknesses.
- Explain why a global perspective is essential to successful modern business operations.
- Apply core concepts to analyze a simple marketing situation from the point of view of a marketing practitioner, as opposed to that of a consumer.

6. SPECIFIC INSTRUCTIONAL OBJECTIVES:

The course will include:

- Study of how products are defined, product lifecycles, services, and branding strategies.
- Exploration of pricing, pricing strategies, and price adjustments.
- Analysis of distribution channels and how they are used to meet both company and customers' needs.
- Study of the promotional tools marketers use to communicate with customers, their characteristics, advantages, and disadvantages.
- Discussion of the demands of marketing in a global age.
- Ethical considerations and the role of marketing in society.

7. **COURSE CONTENT:**

- A. The marketing mix
 - 1) Product
 - a) New product development
 - b) Product life-cycles
 - 2) Price
 - a) Price-demand relationship
 - b) Pricing strategies
 - 3) Marketing channels
 - a) Channel levels
 - b) Retailing
 - c) Wholesaling
 - 4) Promotion
 - a) Advertising
 - b) Sales promotion
 - c) Public relations
 - d) Personal selling
 - e) Direct Marketing

- B. Marketing and technology
 - 1) E-commerce

- C. The 4P's and the global marketplace

8. **REPRESENTATIVE METHODS OF INSTRUCTION:**

This course is provided in a classroom environment utilizing the following instructional methods guided and facilitated by the instructor.

- a. Lectures supported by PowerPoint presentations
- b. Students will be required to read 30-40 pages of assigned readings per week.
- c. Class discussions relate everyday student consumer experiences to the concepts being discussed in class.
- d. Video case analysis and short group projects are used to develop analytical and critical thinking skills.
- e. All homework assignments must be presented in a 1-2 page typed written format.
- f. Company web site analysis to determine application of key marketing concepts.
- g. Development of communication skills through oral presentations is emphasized.
- h. Concept testing through written examinations.
- i. Collaborative learning and critical thinking skills via final project consisting of development of a comprehensive marketing plan.

9. **ASSIGNMENTS:**

Typical assignments may include:

- a. Textbook homework exercises to reinforce course concepts.
- b. Homework exercises relating personal consumer experiences to course concepts.
- c. Video case analyses to develop critical thinking skills and concept application.
- d. Quizzes and exams focusing on course content.
- e. Final marketing plan project to be completed individually or in groups of two students, including oral and multimedia presentation to the class.

10. EVALUATION OF STUDENT PERFORMANCE:

Grading will be based on a combination of:

- a) Homework assignments
- b) In-class exercises
- c) Class participation
- d) Quizzes and exams
- e) Final project

Homework assignments are intended to demonstrate the students' ability to apply course concepts to simple marketing problems. A shift from the typical anecdotal consumer experience to a more critical marketing perspective is expected as the semester progresses.

Through in-class exercises and case analyses the student will demonstrate the ability to integrate multiple concepts to solve realistic marketing situations. Exercises emphasize strategic thinking and reinforce the recognition of buyer behavior, appropriate market segmentation and positioning, and the marketer's ability to modify the product, price, distribution and promotion to attract and retain customers.

The students' learning process culminates in a comprehensive marketing plan project, where clear understanding and judicious use of concepts are required to plan the launch of a product or company.

Class discussions relate current events and students' personal experiences to the course content. Throughout the semester ethical considerations and the global nature of current marketing practices are discussed and students are asked to identify associated opportunities and risks. Student participation in these discussions is included as a component of the grade.

11. RECOMMENDED or REQUIRED TEXT(S):

Marketing: An Introduction, by Gary Armstrong and Philip Kotler, 7th edition, published by Prentice Hall, 2005