

LABETTE COMMUNITY COLLEGE BRIEF SYLLABUS

SPECIAL NOTE:

This brief syllabus is not intended to be a legal contract. A full syllabus will be distributed to students at the first class session.

TEXT AND SUPPLEMENTARY MATERIALS USED IN THE COURSE (if any):

Please check with the LCC bookstore <http://www.labette.edu/bookstore> for the required texts for this class.

<u>COURSE NUMBER:</u>	FINA 119
<u>COURSE TITLE:</u>	BASIC MARKETING
<u>SEMESTER CREDIT HOURS:</u>	3
<u>DEPARTMENT:</u>	Financial Services
<u>DIVISION:</u>	Career Technical Education
<u>PREREQUISITE:</u>	None

COURSE DESCRIPTION:

An introduction to the concepts and tools associated with the many different areas of marketing. Major topics include: Strategy and Ethics, Target Marketing, Consumer Buying Behavior, Product Decisions, Pricing, Distribution, and Promotion. The student will gain an understanding of what marketing is and will study the Four P's of marketing.

COURSE OUTCOMES AND COMPETENCIES:

Students who successfully complete this course will be able to:

1. Define Marketing and Marketing Strategies.

- Understand the different components of the marketing function in today's business environment.
- Explain and discuss the Four P's of Marketing.
- Be able to describe the components of strategic planning.
- Be able to perform a SWOT Analysis.
- Understand the importance of strategy in business.

2. Explain the importance of Target Marketing.

- Explain why companies use target marketing strategies.
- Define different targeting strategies.
- Define and explain the different variables for segmenting consumer markets.
- Explain the importance of developing sales forecasts.

3. Explain how consumers buy.

- Explain the consumer buying decision process.
- Explain the different situational and psychological influences on the buying decision process.
- Explain the impact of the social influences on the buying decision.

4. Explain the concepts of Product, Branding, and Packaging.

- Describe the different classifications of products.
- Understand the Product Life Cycle and the marketing strategies used within this cycle.
- Define Branding and branding policies.
- Describe how packaging functions and considerations play an important role in marketing.
- Explain product positioning and repositioning as marketing strategies for goods and services.

5. Understand how businesses price products.

- Define price and nonprice competition.
- Do a demand analysis and explain price elasticity.
- Explain marginal cost and conduct a marginal cost analysis.
- Explain the different factors affecting pricing decisions.
- Explain the unique factors in business market pricing.

6. Explain Promotional Marketing.

- Describe promotional objectives and the communication process.
- Explain the promotional mix.
- Explain how companies develop an advertising campaign.
- Describe personal selling and the personal selling process.
- Explain how companies manage the sales force.
- Define sales promotion and describe different consumer sales promotion methods.