BUSI 251 - Marketing Course Outline

Approval Date: 03/11/2021
Effective Date: 08/13/2021

SECTION A

Unique ID Number	CCC000126291
Discipline(s)	Business
Division	Career Education and Workforce Development
Subject Area	Business
Subject Code	BUSI
Course Number	251
Course Title	Marketing
TOP Code/SAM Code	0509.00* - Marketing and Distribution* / C - Occupational
Rationale for adding this course to the curriculum	Updating the COR to include digital marketing.
Units	3
Cross List	*N/A*
Typical Course Weeks	18

Total Instructional Hours

	Contact Hours
Lecture	54.00
Lab	0.00
Activity	0.00
Work Experience	0.00
Outside of Class Hours	108.00

Total Contact Hours	54
Total Student Hours	162
Open Entry/Open Exit	No
Maximum Enrollment	40
Grading Option	Letter Grade or P/NP
Distance Education Mode of Instruction	On-Campus Hybrid Entirely Online Online with Proctored Exams

SECTION B

General Education Information:

SECTION C

Course Description

Repeatability May be repeated 0 times

Catalog Description In this course, you will learn the fundamentals of digital marketing to help your business or career. The course is packed full of practical exercises and real-world examples to help you turn knowledge into action.

Schedule Description

SECTION D

Condition on Enrollment

1a. Prerequisite(s): *None*

1b. Corequisite(s): *None*

1c. Recommended: *None*

1d. Limitation on Enrollment: *None*

SECTION E

Course Outline Information

1. Student Learning Outcomes:

A. Analyze and solve business problems using a variety of methods.
B. Apply knowledge of marketing techniques and business theory.

2. Course Objectives: Upon completion of this course, the student will be able to:

A. Learn how to collect and analyze user data and turn it into actionable insight
B. Learn how to define and track clear goals, segment audiences, and analyze data to help improve your online marketing efforts.
C. Learn how to grow brand awareness and get more conversions by creating and distributing high-value content to potential customers.
D. Learn the best way to get noticed online by identifying the right audiences, ad networks, and strategies for your display ads.
E. Understand the strategies and tools you need to build an online store, sell effectively online and optimize the user experience.
F. Master the basics of email marketing, including how to track responses, create simple landing pages and use A/B testing.
G. Learn the importance of reaching and engaging potential customers nearby, using local directories, mobile marketing and by building a local search presence.
H. Learn the differences between mobile sites and apps and develop the most effective mobile SEO and advertising strategies.
I. Learn about the different research tools available, plus how to choose keywords and optimize campaigns for a better return.
J. Understand the differences between organic and paid search, learn how to develop the most effective SEO plan, and optimize web pages so that users can find content easier.
K. Find out how to identify the right social network sites, create great content users will love, and measure your success.
L. Discover how to integrate video into an online strategy, create video ads on a budget, and make sure they?re seen by the right people.
M. Identify the right digital channels that will help you achieve your business goals and create better online user experiences.
N.

3. Course Content

A. Marketing's Role in the Global Economy
B. Marketing's Role within the Firm or Nonprofit Organization
C. Focusing Marketing Strategy with Segmentation and Positioning

D. Evaluating Opportunities in the Changing Marketing Environment
E. Final Consumers and Their Buying Behavior
F. Business and Organizational Customers and Their Buying Behavior
G. Improving Decisions with Marketing Information
H. Elements of Product Planning for Goods and Services
I. Product Management and New-Product Development
J. Place and Development of Channel Systems
K. Distribution, Customer Service and Logistics
L. Retailers, Wholesalers, and Their Strategy Planning
M. Promotion--Introduction to Integrated Marketing Communications
N. Personal Selling
O. Advertising and Sales Promotion
P. Pricing Objectives and Policies
Q. Price Setting in the Business World
R. Developing Innovative Marketing Plans: Appraisal and Challenges
S.

4. Methods of Instruction:

Activity: Group Work on marketing plans
Discussion: Online Discussions
Lecture: PowerPoint Presentations, Videos
Projects: Marketing Plan
Visiting Lecturers: Digital marketer guest lectures
Explain how the online adaptation of the methods of instruction aligns with the course outcomes: BUSI 251 requires computer skills to perform the SLO: 251 Analyze and solve business problems using a variety of methods

5. Methods of Evaluation: Describe the general types of evaluations for this course and provide at least two, specific examples.

Typical classroom assessment techniques

Quizzes -- Weekly
Research Projects -- Final Marketing Plan
Oral Presentation -- Group/Individual Presentations
Group Projects -- Team Marketing Plan
Class Work -- Case Studies
Home Work -- Online Quizzes, Review Questions, Case Studies, Videos
Final Exam -- Multiple Choice
Mid Term -- Multiple Choice

Letter Grade or P/NP

6. Assignments: State the general types of assignments for this course under the following categories and provide at least two specific examples for each section.

A. Reading Assignments
-Reading of chapters, review questions, and case problems
B. Writing Assignments
-Writing review questions, case analyses, and marketing plan components.
-Writing answers to case problems, midterm, and final exam essay questions.
C. Other Assignments
-Completion of a marketing plan prepared in PowerPoint to address the 4 P's of Marketing (Product, Place, Price, and Promotion)

7. Required Materials

A. EXAMPLES of typical college-level textbooks (for degree-applicable courses) or other print materials.

Book #1:

Author:	Armstrong, G., P. Kotler
Title:	Marketing: An Introduction
Publisher:	Prentice-Hall
Date of Publication:	2017
Edition:	13

Book #2:

Author:	Lamb, Charles W. | Joe F. Hair | Carl McDaniel
Title:	MKTG
Publisher:	Cengage
Date of Publication:	2021
Edition:	13

B. Other required materials/supplies.