



Marketing

BSAD394 [all sections]

Southwestern College Professional Studies

COURSE SYLLABUS

I. Course Catalog Description

Marketing strategies, methods, and practice are experiencing rapid transformation due to the emergence of disruptive technologies and changes in consumer demand. Marketing theories, strategies, ethics, and legal requirements are examined. Learners will also study current and emerging trends in pricing, promotion, distribution, planning, and the product delivery cycle. The impact of these factors on the marketing of different products and services are assessed. *Prerequisite: HUM 201 - Ethics. Prior study of professional communication recommended.*

II. Required and Supplementary Instructional Materials

Pride, W. M., & Ferrell, O. C. (2014). *Marketing* (2014 ed.). Mason, OH: South-Western, Cengage Learning.

III. Learning Outcomes

Learning outcomes describe the knowledge, skills, values, and attitudes that learners gain as the result of a particular learning experience. Southwestern College Professional Studies has learning outcomes specific to each course and each [undergraduate](#) and [graduate](#) program of study, as well as [institution-wide outcomes](#) related to the mission and vision of the college. Outcomes can help learners and instructors focus on the big picture of the learning experience and can help inform potential employers about a graduate's knowledge and skills.

Upon successfully completing this course, the learner will be able to:

1. Justify the essential role of marketing in the formulation of comprehensive strategies for profit and not-for-profit oriented organizations.
2. Explain the basic concepts, techniques, and technologies used in market analysis and development, and in making domestic and global marketing decisions based on that analysis.
3. Defend ethical marketing practice in a domestic and global context.
4. Apply marketing concepts, techniques, and technologies to evaluate the market potential and success of products, services, and associated marketing strategies.
5. Develop a marketing strategy and plan for a specific product or service.

At the end of the course, learners may vary in their ability to achieve these outcomes. You are more likely to achieve these outcomes only if you attend class and/or online activities as required by the syllabus, complete the requirements for all assignments to the best of your ability, participate actively in class activities and group work as directed, and study diligently for exams.

IV. Course Policies

Students are expected to read and abide by the course policies found in the instructor-specific syllabus located in the Blackboard shell.

V. Course Requirements:

Requirements	Number of Assignments	Points Possible	Percent of Grade
Discussion Boards	7	210	21
Learning Labs	4	40	4
Case Studies	1	50	5
Written Assignments	2	200	20
Group Case Study Analysis & Presentation	1	150	15
Chapter Presentation	1	100	10
Final Project	1	250	25
Total Points		1000	100

VI. Course at a Glance:

Unit	Reading & Preparation Activities	Graded Work Due
1	<ul style="list-style-type: none"> Read Chapters 1-4 and 7 in the textbook. Review the PowerPoints for Chapters 1-4 and Chapter 7 Watch Marketing: A New Look at the 4Ps of Marketing Watch Ben & Jerry's: Our Values Review Soaked in Success: Behind the Marketing Strategy of the Ice Bucket Challenge for ALS Review Analyze Your Career with a Personal SWOT 	<ul style="list-style-type: none"> Unit 1 Discussion Unit 1 Learning Lab Unit 1 Written Assignment
2	<ul style="list-style-type: none"> Read your assigned chapter (instructor will assign chapters to learners) Review PowerPoints for Chapters 5-6, 11, 12 & 14 Read How Target Figured Out a Teen Girl was Pregnant Before Her Father Did Watch Failed Tropicana Package Design Review 8 Tips for an Awesome PowerPoint Presentation Review 5 Principles for Making PowerPoint Slides with Impact Download Office Mix (free add-on for PowerPoint to add narration) 	<ul style="list-style-type: none"> Unit 2 Discussion Unit 2 Case Study Chapter Presentation
3	<ul style="list-style-type: none"> Read Chapters 8-9 & 13 in the textbook Review the PowerPoints for Chapters 8-9 & 13 Watch the Will It Blend? video 	<ul style="list-style-type: none"> Unit 3 Discussion Unit 3 Learning Lab Unit 3 Written Assignment
4	<ul style="list-style-type: none"> Read Chapters 15-16, 20-21 in the textbook Review the PowerPoints for chapters 15-16, 20-21 Listen to the Panera Bread story Read the Group Case Study assignment and choices and begin working with your group 	<ul style="list-style-type: none"> Unit 4.1 Discussion Unit 4.2 Discussion Unit 4 Learning Lab Group Case Study selection

Unit	Reading & Preparation Activities	Graded Work Due
5	<ul style="list-style-type: none"> • Read Chapters 10 and 17-19 in the textbook • Review the PowerPoints for Chapters 10 and 17-19 • View the Guerilla Marketing -- The Coca Cola Friendship Machine, Guerilla Marketing -- Coca-Cola Happiness Machine, and Social Media 2013 videos • Read the Myth of 5,000 Ads and Marketing: How Many Advertising Messages Do We See in a Day? articles 	<ul style="list-style-type: none"> • Unit 5 Discussion • Unit 5 Learning Lab • Group Case Study PowerPoint Presentation • Group Case Study Assignment
6	<ul style="list-style-type: none"> • View the 5th P video • Review Market Segmentation Examples for Retailers • Review The Business Plan: Section 5 The Marketing Plan • Read the Final Project Instructions • Review Chapter 1 and any applicable chapters needed to assist you with your Marketing Plan and Presentation (Final Project) 	<ul style="list-style-type: none"> • Unit 6.1 Discussion • Unit 6.2 Discussion • Final Project Presentation

VII. Other Policies and Requirements

Follow this link to the Southwestern College Professional Studies [Standard Syllabus](#) in Blackboard. You may be required to log in.