

I. COURSE INFORMATION

- A. Business 278 Marketing
- B. 3 credit hours
- C. Kerin, Roger and Steven Hartley. *Marketing: The Core*. 9th ed. Ohio: McGraw-Hill Irwin, 2021
- D. Prerequisites: None
- E. KRSN: BUS 1030 Principles of Marketing

The learning outcomes and competencies detailed in this course outline or syllabus meet or exceed the learning outcomes and competencies specified by the Kansas Core Outcomes Groups project for this course as approved by the Kansas Board of Regents.

II. COURSE DESCRIPTION

This course is an integrated and analytical approach to the study of the marketing functions. It includes the means and methods of marketing policies, flow of goods, government influence, and trends in the marketing function.

III. LEARNING OUTCOMES

- A. Recognize the scope and role of marketing in enhancing the welfare of consumers, organizations, and society
- B. Identify key elements of consumer and organizational buying behavior and the marketing research process
- C. Examine ways to segment markets, choose targeting strategies, and position products
- D. Identify and describe elements of the marketing mix, including product, price, place (distribution), and promotion
- E. Recognize the influence of the external environment on marketing, including global influences
- F. Identify legal, regulatory, and ethical issues impacting marketing activities
- G. Show an understanding of the strategic marketing planning process

IV. MAJOR CONTENT AREAS

- A. Customer relationships and marketing strategies
- B. Ethical and social responsibility in Marketing
- C. Consumer and Market behavior
- D. Marketing research
- E. Marketing Opportunities

V. ASSIGNMENTS (may include but are not limited to)

- A. Discussions
- B. Case studies
- C. Course project
- D. Group activities
- E. Application exercises

VI. EVALUATION METHODS (may include but are not limited to)

- A. Attendance and participation
- B. Assignments
- C. Projects
- D. Exams