

COCONINO COMMUNITY COLLEGE
COURSE OUTLINE

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A. Identification:

1. Subject Area: Business
2. Course Number: BUS 207
3. Course Title: PRINCIPLES OF MARKETING
4. Credit Hrs: 3
5. Catalog Description:

Environment of marketing including analysis of various marketing activities and discussion of the economic, psychological, and sociological factors which influence marketing activities. Three lecture.

B. Course Goals:

To provide the students with the necessary skills to prepare them for understanding the contemporary environment of marketing strategy in the global business arena of the world today and the nature of decision making in a dynamic marketing environment and to emphasize the functional areas of marketing applications as preparation for: problem-solving, communication, reasoning, and reporting. Computer worksheet applications may be utilized.

C. Course Outcomes:

The student will demonstrate by their scores on written assignments and exams, mastery of the basic business skills necessary to perform the following:

1. Problem solving techniques
2. Instruction interpretation
3. Understanding of marketing vocabulary
4. Define marketing and explain the importance of it
5. Describe the marketing planning process and the importance of a formed strategy in marketing
6. Describe the 4 P's of marketing and how each is important to environmental success in global marketing efforts which allow business to be successful
7. Describe the impact which buyer behavior has had on business growth and development
8. Explain the process of consumer behavior with the consumer purchasing patterns
9. Define the appraisal process used in marketing audits

D. Assessment of Course Outcomes.

1. Instructor assigned reading and homework
2. Departmental exam questions and/or project

E. Course Content:

Will include:

1. Analyzing marketing opportunities
2. Product decisions
3. Distribution decisions
4. Promotion decisions
5. Pricing decisions
6. Marketing management
7. Special topics in marketing
8. International marketing

June 2000, Text Revision; B. Cotherman