

Cerro Coso College  
**Course Outline of Record Report**  
 10/13/2021

## BSADC171 : Introduction to Marketing

### General Information

Author:	<ul style="list-style-type: none"> <li>• Frank Timpone</li> <li>• O'Connor, Karen</li> <li>• Hightower, Matthew</li> </ul>
Course Code (CB01) :	BSADC171
Course Title (CB02) :	Introduction to Marketing
Department:	Business Information Technolog
Proposal Start:	Fall 2019
TOP Code (CB03) :	(0506.40) Small Business and Entrepreneurship
SAM Code (CB09) :	Clearly Occupational
Distance Education Approved:	Yes
Course Control Number (CB00) :	CCC000319037
Curriculum Committee Approval Date:	11/01/2013
Board of Trustees Approval Date:	12/19/2013
External Review Approval Date:	03/05/2014
Course Description:	This course introduces the nature and scope of the marketing activity as demonstrated by an integrated, analytic, and practical study of marketing concepts. Topics include Distribution and sales of products and ideas; analysis of consumer behavioral patterns; and development of strategies, plans, forecasts, and evaluations of the marketing process. This course provides the foundation needed to understand how marketing concepts and procedures work in the marketplace.
Submission Type:	Change to Content  Revise Course Description, added advisory, Methods of Instruction, SLO's, and Distance Education language.
Author:	No value

### Faculty Minimum Qualifications

Master Discipline Preferred:	<ul style="list-style-type: none"> <li>• Business</li> </ul>
Alternate Master Discipline Preferred:	<ul style="list-style-type: none"> <li>• Business Education</li> <li>• Management</li> <li>• Marketing</li> </ul>
Bachelors or Associates Discipline Preferred:	No value
Additional Bachelors or Associates Discipline Preferred:	No value

### Course Development Options

<p><b>Basic Skills Status (CB08)</b> Course is not a basic skills course.</p> <p><input checked="" type="checkbox"/> Allow Students to Gain Credit by Exam/Challenge</p> <p><b>Rationale For Credit By Exam/Challenge</b> No value</p> <p><b>Course Support Course Status (CB26)</b> No value</p>	<p><b>Course Special Class Status (CB13)</b> Course is not a special class.</p> <p><b>Allowed Number of Retakes</b> 0</p> <p><b>Retake Policy Description</b> Type: Non-Repeatable Credit</p>	<p><b>Grade Options</b></p> <ul style="list-style-type: none"> <li>• Letter Grade Methods</li> <li>• Pass/No Pass</li> </ul> <p><b>Course Prior To College Level (CB21)</b> Not applicable.</p> <p><input checked="" type="checkbox"/> Allow Students To Audit Course</p>
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**Associated Programs**

Course is part of a program (CB24)

Associated Program	Award Type	Active
CC Business AS	A.S. Degree Major	Summer 2018
Entrepreneurship	Certificate of Achievement	Fall 2021

**Transferability & Gen. Ed. Options**

**Course General Education Status (CB25)**  
No value

<b>Transferability</b>	<b>Transferability Status</b>
Transferable to CSU only	Approved

**Units and Hours**

**Summary**

<b>Minimum Credit Units (CB07)</b>	3
<b>Maximum Credit Units (CB06)</b>	3
<b>Total Course In-Class (Contact) Hours</b>	54
<b>Total Course Out-of-Class Hours</b>	108
<b>Total Student Learning Hours</b>	162

**Faculty Load** 0

**Credit / Non-Credit Options**

**Course Credit Status (CB04)**

Credit - Degree Applicable

**Course Non Credit Category (CB22)**

Credit Course.

**Non-Credit Characteristic**

No Value

**Course Classification Status (CB11)**

Credit Course.

Variable Credit Course

**Funding Agency Category (CB23)**

Not Applicable.

Cooperative Work Experience Education Status (CB10)

**Weekly Student Hours**

	In Class	Out of Class
Lecture Hours	3	6
Laboratory Hours	0	0
Activity Hours	0	0

**Course Student Hours**

**Course Duration (Weeks)** 18

**Hours per unit divisor** 54

**Course In-Class (Contact) Hours**

Lecture 54

Laboratory 0

Activity 0

**Total** 54

**Course Out-of-Class Hours**

Lecture 108

Laboratory 0

Activity 0

**Total** 108

**Time Commitment Notes for Students**

No value

**Faculty Load**

**Extra Duties:** 0

**Faculty Load:** 0

**Units and Hours - Weekly Specialty Hours**

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

**Pre-requisites, Co-requisites, Anti-requisites and Advisories**

**Advisory**

**BSADC145 - Business Communication**

Students must have good written and verbal communications skills. These are very important in developing a marketing plan, advertising, and marketing documentation, presentations, and marketing policies and procedures.

**AND**

**Advisory**

**ENGLC101 - Freshman Composition**

Evaluation and critique are essential in BSAD C171, requiring college-level reading and writing skills: In this composition course for transfer to four-year institutions, students write expository and argumentative essays that respond to a variety of rhetorical situations and incorporate university-level research. The course emphasizes critical reading, effective use of language, and analysis of university-level concepts presented in outside sources. Students write four to five expository essays including a lengthy research paper. (total 7,000 words)

**OR**

**Entrance Skills**

Entrance Skills	Description
No value	No value

**Limitations on Enrollment**

Limitations on Enrollment	Description
No value	No value

**Specifications**

<b>Methods of Instruction</b>	
Methods of Instruction	Lecture
Rationale	Lectures are provided to the students clarifying the concepts in each chapter.
<b>Methods of Instruction</b>	
Methods of Instruction	Outside reading
Rationale	Students must read articles and watch videos related to the concepts presented in each chapter.

<b>Methods of Instruction</b>	Case Study
<b>Rationale</b>	Case studies are discussed and alternative solutions are explored.
<b>Methods of Instruction</b>	Discussion
<b>Rationale</b>	Students must answer a discussion question and respond to at least two of his or her classmates.
<b>Methods of Instruction</b>	Instruction through examination or quizzing
<b>Rationale</b>	Students must complete a Mid-term exam covering the first half of the course.
<b>Methods of Instruction</b>	Instruction through examination or quizzing
<b>Rationale</b>	Students must complete a Final exam covering the last half of the course.
<b>Methods of Instruction</b>	Presentations (by students)
<b>Rationale</b>	Students must prepare a PowerPoint presentation on a concept related to Marketing
<b>Assignments</b>	
<p>A. Chapter reading: Reading the assigned chapters and watching videos from the textbook based on the topics for the week.</p> <p>B. Discussions: Students must answer a discussion question and respond to at least two of his or her classmates.</p> <p>C. Assignments: Completion of written assignments based on the topics in the textbook.</p> <p>D. Project: Students must prepare a PowerPoint presentation on a concept related to marketing</p> <p>E. Exam: Students must complete a mid-term exam covering the first half of the course.</p> <p>F. Exam: Student must complete a final exam covering the last half of the course.</p>	
<b>Methods of Evaluation</b>	<b>Rationale</b>
Final Exam	Final Exam demonstrating comprehensive mastery of material presented and graded by a rubric. Example: Define the marketing concept.
Homework	Weekly assignments related to the chapter concepts must be completed and are graded by a rubric. Example: Explain the "Product Life Cycle" and provide a real world example.
Participation	Students must participate in weekly discussions and interact with fellow students. This will be graded by a rubric. Example: How important is price in developing a product for sale?
Project	Students are required to present a PowerPoint presentation on a topic related to marketing. This will be graded by a rubric. Example: Personal Selling.
Tests	Midterm exam demonstrating mastery of material in the first half of instruction and graded by a rubric.. Example: Define the demographics of a target market.

Distance Education Description: how outcomes are evaluated

Students are to complete all weekly assigned activities designated in the learning management software as detailed above.

**Equipment**

No Value

**Textbooks**

Author	Title	Publisher	Date	ISBN
Pride & Ferrell	Foundations of Marketing	Cengage Learning	2017, 17 Edition	

**Other Instructional Materials**

No Value

**Materials Fee**

No

**Learning Outcomes and Objectives**

**Course Objectives**

No value

**CSLOs**

**Define marketing fundamentals in the business environment.** Expected SLO Performance: 70.0

**Differentiate between buyer behavior and target market selection.** Expected SLO Performance: 70.0

*Business Information Technolog*  
Business A.S.  
Degree for Transfer

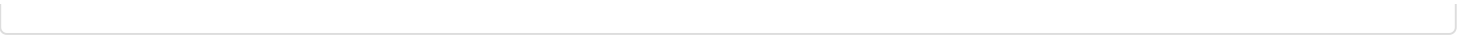
3. Make legal and ethical decisions in a business context. Assessment: This will be assessed through final exams in all BSAD courses in this program. An average of 80% accuracy on the exams is identified as a benchmark of success.

*Business Information Technolog*  
Business Certificate of Achievement

3. Make legal and ethical decisions in a business context.

**Explain the relationships between and applications of the four P's (product, placement, promotion, and price).** Expected SLO Performance: 70.0

**Apply the principles of marketing management such as advertising, selling, promotion, and evaluation.** Expected SLO Performance: 70.0



## Outline

### Course Outline

#### A. Marketing and its environment

1. Overview of strategic marketing
2. The marketing environment
3. Marketing ethics and social responsibility
4. Global markets and international marketing

#### B. Buyer behavior and target market selection

1. Information systems and marketing research
2. Consumer buying behavior
3. Organizational markets and buying behavior
4. Target markets: segmentation and evaluation

#### C. Product decisions

1. Product concept
2. Developing and managing products
3. Branding and packaging
4. Services

#### D. Distribution decisions

1. Marketing channels
2. Wholesaling
3. Retailing
4. Physical distribution

#### E. Promotion decisions

1. Promotion: an overview
2. Advertising and publicity
3. Personal selling and sales promotion

#### F. Pricing decisions

1. Pricing concepts
2. Setting prices

#### G. Marketing management

1. Strategic market planning
2. Marketing implementation and control

## Delivery Methods and Distance Education

**Delivery Method:** Please list all that apply -Face to face -Online (purely online no face-to-face contact) -Online with some required face-to-face meetings ("Hybrid") -Online course with on ground testing -iTV – Interactive video = Face to face course with significant required activities in a distance modality -Other

Face 2 Face

Online

Hybrid

Interactive

**Rigor Statement:** Assignments and evaluations should be of the same rigor as those used in the on-ground course. If they are not the same as those noted in the COR on the Methods of Evaluation and out-of-class assignments pages, indicate what the differences are and why they are being used. For instance, if labs, field trips, or site visits are required in the face to face section of this course, how will these requirements be met with the same rigor in the Distance Education section?



All paper assignments are identical to those in an onsite class, except that they are uploaded to the course shell into a learning management system as an attachment. Weekly class discussions are conducted by means of online discussion forums within a learning management system. Uploaded quizzes or exams accessible through the class web site are used. Feedback in online discussion forums and through e-mail is used. Substantive critiques of all essays and at least general responses to discussion posts are provided. Rubrics, stated in the syllabus, are used to evaluate online discussion work but are not required. As with any on-ground class, departmental rubrics are used to guide the assessment of essays.

**Effective Student-Instructor Contact:** Good practice requires both asynchronous and synchronous contact for effective contact. List the methods expected of all instructors teaching the course. -Learning Management System -Discussion Forums -Moodle Message -Other Contact -Chat/Instant Messaging -E-mail -Face-to-face meeting(s) -Newsgroup/Discussion Board -Proctored Exam -Telephone -iTV -Interactive Video -Other (specify)

Student-Instructor contact will include the following: discussion forums, learning management system messages, announcements, and feedback for each student's work.

Student-Instructor contact MAY include the following: chat/Zoom, newsgroup/discussion board, phone, and iTV.

Student-Student contact will include the following: discussion forums.

Student-Student contact MAY include the following: chat/Zoom, learning management system messages, group work, and peer reviewed projects

**Software and Equipment:** What additional software or hardware, if any, is required for this course purely because of its delivery mode? How is technical support to be provided?

Cengage Now is used for assignments and testing. Technical support is provided by the help desk at Cengage Learning.

**Accessibility:** Section 508 of the Rehabilitation Act requires access to the Federal government's electronic and information technology. The law covers all types of electronic and information technology in the Federal sector and is not limited to assistive technologies used by people with disabilities. It applies to all Federal agencies when they develop, procure, maintain, or use such technology. Federal agencies must ensure that this technology is accessible to employees and the public to the extent it does not pose an "undue burden". I am using -iTV—Interactive Video only -Learning management system -Publisher course with learning management system interface.

The learning management system is accessible and compatible with support programs such as Kurzweil 3000. Faculty will use the Canvas accessibility checker, along with other resources provided by our Distance Education Director, to ensure all learning materials are accessible, including but not limited to documents, pdfs, OERs, external websites, and videos.

**Class Size:** Good practice is that section size should be no greater in distance ed modes than in regular face-to-face versions of the course. Will the recommended section size be lower than in on-ground sections? If so, explain why.

The class size is from 25 to 45 students.