

# MARK-2010: PRINCIPLES OF MARKETING

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## Cuyahoga Community College

### Viewing: MARK-2010 : Principles of Marketing

**Board of Trustees:**

June 2023

**Academic Term:**

Fall 2023

**Subject Code**

MARK - Marketing

**Course Number:**

2010

**Title:**

Principles of Marketing

**Catalog Description:**

Marketing activities, analysis, strategies, and decision making in the context of other business functions. Topics include: integration of product, price, promotion, and distribution activities; research and analysis of markets, environments, competition, and customers; market segmentation and selection of target market, and emphasis on behavior and perspectives of consumers and organizational customers. Planning and decision making for products and services in profit and nonprofit, domestic, and global settings.

**Credit Hour(s):**

3

**Lecture Hour(s):**

3

**Lab Hour(s):**

0

**Other Hour(s):**

0

### Requisites

**Prerequisite and Corequisite**

BADM-1020 Introduction to Business and ECON-2000 Principles of Microeconomics.

### Outcomes

**Course Outcome(s):**

Explain marketing terminology, concepts, and essential marketing communication activities used to develop products and services in a global environment.

**Objective(s):**

- a. Describe the elements of the marketing environment and how each relates to the components of the market mix.
- b. Explain the principles and practices involved with a product development strategy including line extensions, product modifications, deletions and global implications.
- c. Relate the key elements of effective distribution strategy including channel strategies, wholesaling, retailing, services and global channels.
- d. Discuss the role of promotions/integrated marketing communications in marketing a product or service in a traditional and digital environment.
- e. Identify the principles of pricing strategies and objectives including break-even calculations, calculations of margins, mark up and discounts, and to generate target profitability.
- f. Describe professional etiquette needed to utilize marketing skills in a global and digital environment.

**Course Outcome(s):**

Apply marketing concepts, theories and tools to business strategies and solving marketing problems.

**Essential Learning Outcome Mapping:**

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

**Objective(s):**

- a. Explain what market segmentation is, when to use it, and the five steps involved in segmentation.
- b. Analyze the different factors used to segment consumer and organizational markets including demographic, geographic, psychographic, and behavioristic.
- c. Develop a market-product grid to use in segmenting and targeting a market.
- d. Describe how marketing managers position products in the marketplace.
- e. Recognize the different branding strategies and how they are used in different marketing segments.
- f. Assess social media's role in a marketing strategy.
- g. Discuss theories used in marketing to understand and relate to customers.
- h. Examine consumer behavior in the individual as well as the organizational context.
- i. Assess marketing research techniques used to develop market strategies and analyze consumer behavior.
- j. Identify ethical and legal requirements needed to solve marketing problems.

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**Course Outcome(s):**

Discuss marketing functions within the organization and its external environments, and explain marketing's contributions to the achievement of organizational goals and objectives.

**Objective(s):**

- a. Describe how organizations build strong customer relationships using current thinking about customer value and relationship marketing.
- b. Recognize how marketers can use knowledge of consumer behavior to better understand and influence individual and family purchases.
- c. Discuss content strategies used to meet the goal of an integrated marketing communications team.
- d. Utilize marketing research techniques to identify and classify market segments and targets.
- e. Explain Integrated marketing communications and its role in an overall marketing strategy
- f. Outline how an integrated marketing communications department uses professional etiquette to build culture and value.

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**Course Outcome(s):**

Recognize the importance of ethics, social responsibility, creativity, and critical thinking in written and oral communication in the marketing profession.

**Essential Learning Outcome Mapping:**

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

**Objective(s):**

- a. Develop professional marketing content and marketing plans that meet current ethical and legal requirements.
- b. Address the impact of socially responsible marketing activities on the organization and its publics.
- c. Enumerate the strategic similarities and differences in global versus domestic marketing strategies, ethics and legal environment.
- d. Explain the ethics and legal responsibility of digital marketing.
- e. Evaluate ethical and social responsible marketing strategies that fit with an overall marketing plan and business mission.

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**Methods of Evaluation:**

- a. Simulations/Games
- b. Written analysis project\* All classes must include this as course mapped to general education outcome.
- c. Research projects with presentations
- d. Case studies

- e. Test/Quiz
- f. Discussion and current events

**Course Content Outline:**

- a. Analysis of marketing environment
  - i. Competitive
  - ii. Economic
  - iii. Political/Legal
  - iv. Social/Cultural
  - v. Technological/Digital
  - vi. SWOT analysis
  - vii. Porters 5 Forces
  - viii. BCG Matrix
- b. Management of offerings
  - i. Innovation theory
  - ii. Differentiation
  - iii. Characteristics of products and services
  - iv. Marketing mix for services/non profits
  - v. Product development and management
  - vi. Branding strategies
  - vii. Packaging
  - viii. Value chain
  - ix. Business to Business
  - x. Global offerings
- c. Management of distribution and marketing channels
  - i. Roles of wholesalers and distributors
  - ii. Retailing
  - iii. Supply chain and logistics management
  - iv. Service channels
  - v. Electronic channels
  - vi. Global Channels
- d. Management of pricing decisions
  - i. Competitive and economic factors
  - ii. Psychological factors
  - iii. Cost and profit perspectives
  - iv. Pricing strategies
  - v. Outcomes of pricing strategies
- e. Management of promotional strategies/Integrated marketing communications
  - i. Advertising
  - ii. Public Relations
  - iii. Sales promotion
  - iv. Direct marketing
  - v. Digital marketing
  - vi. Personal selling and sales management
  - vii. Evaluate and select the right media
  - viii. Ethics and social responsibility in promotions
- f. 6. Consumer and organizational buying behavior
  - i. Differences between consumer and organizational markets
  - ii. Factors affecting consumer behavior
  - iii. Consumer decision process
  - iv. Limited and extended problem solving
  - v. Organizational decision process
  - vi. Customer relationship management
  - vii. Social media listening
- g. Segmentation analysis
  - i. Segmentation methods
  - ii. Segment attractiveness
  - iii. Selection of target markets

- iv. Positioning strategies
- v. Perceptual mapping
- h. Marketing research
  - i. Marketing research process
  - ii. Research of markets, competition, and customers
  - iii. Information systems, and decision support
  - iv. Social media listening
  - v. Data collection techniques
  - vi. Ethics of using consumer information
- i. Strategic Planning
  - i. Sources of competitive advantage
  - ii. Situational analysis
  - iii. Identify and evaluate opportunities
  - iv. Marketing matrix and analytics
  - v. Marketing Plans
  - vi. In domestic and global settings
  - vii. Ethical reasoning and social responsibility\*
  - viii. Ethical decision making
  - ix. Professionalism
  - x. Sustainability
  - xi. Social responsibility

## Resources

Grewel, Dhruv and Levy, Michael. *Marketing*. 8th. McGraw Hill, 2022.

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Pride, William M. and Ferrell, O.C. *Marketing*. 20th. Boston, MA: Cengage, 2020.

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Free Educational Resources. *Principles of Marketing*. <https://open.umn.edu/opentextbooks/textbooks/50>

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OER Commons. *Marketing*. [https://www.oercommons.org/browse?batch\\_size=20&sort\\_by=title&view\\_mode=summary&f.general\\_subject=marketing](https://www.oercommons.org/browse?batch_size=20&sort_by=title&view_mode=summary&f.general_subject=marketing)

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Muzzy Lane Software. *Practice Marketing Simulation*. McGraw Hill, 2017. [https://www.mhpractice.com/account/new\\_student](https://www.mhpractice.com/account/new_student)

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A Publication of the American Marketing Association. "Marketing News" <https://www.ama.org/publications/eNewsletters/Marketing-News-Weekly/Pages/Marketing-News-Weekly.aspx>

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Jeff Tanner, Mary Anne Raymond. (2022) (September) *Principles of Marketing*, Boston: FlatWorld Knowledge. <https://catalog.flatworldknowledge.com/catalog/editions/principles-of-marketing-5-0>

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## Resources Other

<https://www.ama.org/Pages/default.aspx>

<https://www.ameeo.org/>

<https://businessesgrow.com/blog/>

## Instructional Services

### OAN Number:

Transfer Assurance Guide OBU006

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Key: 2771