

Clackamas Community College

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Section #1 General Course Information**Department:**Business & Computer Science: Business**Submitter**

First Name: Dale

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Course Prefix and Number:BA - 223

Credits:4**Contact hours**

Lecture (# of hours): 44

Lec/lab (# of hours):

Lab (# of hours):

Total course hours: 44

For each credit, the student will be expected to spend, on average, 3 hours per week in combination of in-class and out-of-class activity.

Course Title:Principles of Marketing**Course Description:**

Offers a comprehensive investigation of strategic marketing in a global environment. Topics covered will include research, ethics, consumer behavior, product strategy, distribution strategy, promotional strategy and pricing strategy.

Type of Course:Lower Division Collegiate

Is this class challengeable?

Yes

Can this course be repeated for credit in a degree?

No

Is general education certification being sought at this time?

No

Does this course map to any general education outcome(s)?

No

Is this course part of an AAS or related certificate of completion?

Yes

Name of degree(s) and/or certificate(s):Business AAS & Certificates

Are there prerequisites to this course?

No

Are there corequisites to this course?

No

Are there any requirements or recommendations for students taken this course?

Yes

Recommendations:Pass RD-090 or placement in RD-115

Requirements:None

Are there similar courses existing in other programs or disciplines at CCC?

No

Will this class use library resources?

No

Is there any other potential impact on another department?

No

Does this course belong on the Related Instruction list?

No

GRADING METHOD:

A-F or Pass/No Pass

Audit:Yes

When do you plan to offer this course?

✓ **Fall**

✓ **Winter**

Is this course equivalent to another?

If yes, they must have the same description and outcomes.

No

Will this course appear in the college catalog?

Yes

Will this course appear in the schedule?

Yes

Student Learning Outcomes:

Upon successful completion of this course, students should be able to:

1. explain the overall importance of marketing and how it fits into the business environment,
2. explain the strategic process and demonstrate how consumer behavior, consumer research and the internal & external environments are used in a sound strategic marketing process;
3. discuss how the marketing mix is used to address the needs and wants of customers,
4. explain and demonstrate how the marketing mix can be integrated to strengthen the overall marketing function,
5. explain the strategic function that marketing plays in the profitability of a business,
6. identify and connect specific elements of the marketing function with the appropriate functional areas of a business organization then explain how the linkage strengthens the overall strategic position of the organization,
7. explain and demonstrate how the traditional and non-traditional promotional tools can be integrated to strengthen a promotional strategy,
8. create and present a strategic marketing plan for a product or service.

This course does not include assessable General Education outcomes.

Major Topic Outline:

Part 1

1. Making Sound Marketing Value Decisions.
2. Introduction to the World of Marketing: Create and Deliver Value.
3. Strategic Marketing: The Big Picture.
4. The Marketing Environment.

Part 2

5. Understanding and Integrating Consumers' Value Needs.
6. Marketing Research: Gather, Analyze, and Use Information.
7. Consumer Behavior: How and Why We Buy.
8. Business-to-Business Markets: How and Why Organizations Buy.
9. Target Marketing Strategies and Customer Relationship Management.

Part 3: Creating an Integrated Value Proposition

10. Product & Brand Creation.
11. Product & Brand Management.
12. Services and Other Intangibles: Marketing the Product That Isn't There.
13. Integrated Pricing Theory and Practice.

Part 4: Communicate the Value Proposition

14. Strategic Integrated Marketing Communication.
15. Old and New Media: From One to Many to Many to Many.
16. Advertising, Sales Promotion, and Public Relations: One to Many.

17. Personal Selling, Sales Management, and Direct Marketing: One to One.

Part 5: Deliver the Value Proposition

18. Deliver Value through Supply Chain Management, Channels of Distribution, and Logistics.

19. Retailing: Bricks and Clicks.

Does the content of this class relate to job skills in any of the following areas:

- | | |
|--------------------------------------|-----------|
| 1. Increased energy efficiency | No |
| 2. Produce renewable energy | No |
| 3. Prevent environmental degradation | No |
| 4. Clean up natural environment | No |
| 5. Supports green services | No |

Percent of course:0%

Section #2 Course Transferability

Concern over students taking many courses that do not have a high transfer value has led to increasing attention to the transferability of LDC courses. The state currently requires us to certify that at least one OUS school will accept a new LDC course in transfer. Faculty should communicate with colleagues at one or more OUS schools to ascertain how the course will transfer by answering these questions.

1. Is there an equivalent lower division course at the University?
2. Will a department accept the course for its major or minor requirements?
3. Will the course be accepted as part of the University's distribution requirements?

If a course transfers as an elective only, it may still be accepted or approved as an LDC course, depending on the nature of the course, though it will likely not be eligible for Gen Ed status.

Which OUS schools will the course transfer to? (Check all that apply)

Identify comparable course(s) at OUS school(s)

How does it transfer? (Check all that apply)

:

First term to be offered:

Next available term after approval

: