

Northern Marianas College
CURRICULUM ACTION REQUEST

Effective Semester: Fall 2011

Type of Action:

- New
- Modification
- Move to Inactive (Stop Out)
- Cancellation

Course Title: Introduction to Marketing

Course Alpha and Number: MG 232

Reason for initiating, modifying, or canceling course, or other pertinent information:

No approved course guide for MG 232 can be found. MG 232 Introduction to Marketing has been taught at NMC beginning in the Fall 1997 Semester. Prior to this, Introduction to Marketing was taught as MG 236. Therefore, this course guide for MG 232 is being presented as a modification of the course guide for MG 236 Introduction to Marketing.

This course guide has been modified to reflect changes in the course number, department name, textbook, catalog course description, degree requirements met by the course, course activities and design, course outline, and student learning outcomes, and the addition of instructional goals and assessment measures.

D. Rik Villegas

Proposer

Date

Dr. John Griffin

Department Chair

Date

Barbara K. Merfalen

Dean, Academic Programs and Services

Date

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Course Guide

Course: MG 232 – Introduction to Marketing

1. Department

Business

2. Purpose

Introduction to Marketing is offered to ensure that all business management majors and hospitality management majors understand the function of marketing in modern business organizations. This course also provides an introduction to the field of marketing for those planning to major in this area.

3. Description

A. Required/Recommended Textbook(s) and Related Materials

Required:

Armstrong, Gary and Philip Kotler, *Marketing: An Introduction*, 10th edition, Upper Saddle River, NJ: Prentice Hall Inc., 2011, or later edition.

Readability level: Grade 12

B. Contact Hours

1. **Lecture:** 3 per week / 45 per semester

2. **Lab:** None

3. **Other:** None

C. Credits

1. **Number:** 3

2. **Type:** Regular degree credits

D. Catalogue Course Description

This course covers the principles, practices, and concepts involved in the performance of business activities which direct the transfer of goods and the acquisition of services from producer to consumer or user, including the study of marketing functions and institutions, activities having to do with effecting change in ownership and possession of goods and services, and the study of applied economics relating to the creation of time, place, and possession utility. Prerequisite: MG 231. English Placement Level: EN 093/094. Math Placement Level: None. (Offered Spring)

E. Degree or Certificate Requirements Met by Course

Completion of this course is required for the A.A.S. degree in Business Administration with an emphasis in Business Management, and the A.A.S. degree in Hospitality Management.

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F. Course Activities and Design

This course will be based on the text with current issues in international and local business introduced through newspapers, magazine articles, and videotapes. Classes will include lectures, case studies, group activities and exercises, discussion of contemporary events, text related issues, and a class project that allows the students to apply their knowledge, skills, and abilities.

4. Course Prerequisite(s); Concurrent Course Enrollment; Required English/Mathematics Placement Level(s)

Prerequisite(s): MG 231

English Placement Level: EN 093/094

Math Placement Level: None

5. Estimated Cost of Course; Instructional Resources Needed

To the student: Tuition for a 3-credit course, cost of the textbook, and the student activities fee.

To the college: Instructor's salary

Needed instructional resources required for this course include chalk/markers, chalkboard/whiteboard, photocopying for handouts, projector, TV/VCR, videos, and videotaped instructional programs.

6. Method of Evaluation

Student grades will be based on the regular letter grade system as described below:

A: Excellent – grade points: 4.0;

B: Above average – grade points: 3.0;

C: Average – grade points: 2.0;

D: Below average – grade points: 1.0;

F: Failure – grade points: 0.0.

NMC's grading and attendance policies will be followed.

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7. Course Outline

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

- 1.0 Marketing Through Managing Profitable Customer Relationships
 - 1.1 Understanding the marketing place and consumer needs
 - 1.2 Designing a customer-driven marketing strategy
 - 1.3 Building customer relationships
 - 1.4 Capturing value for customers

- 2.0 Strategic Planning and the Marketing Process
 - 2.1 Companywide strategic planning
 - 2.2 Marketing strategy and the marketing mix
 - 2.3 Managing the marketing effort

- 3.0 The Marketing Environment
 - 3.1 The company's microenvironment
 - 3.2 The company's macroenvironment
 - 3.3 Responding to the marketing environment

- 4.0 Marketing Research and Information Systems
 - 4.1 Assessing marketing information needs
 - 4.2 Developing marketing information
 - 4.3 Analyzing marketing information
 - 4.4 Distributing and using marketing information

- 5.0 Consumer and Business Buyer Behavior
 - 5.1 Consumer markets and consumer behavior
 - 5.2 Business markets and business buyer behavior

- 6.0 Marketing Segmentation, Targeting, and Positioning for Competitive Advantage
 - 6.1 Market segmentation
 - 6.2 Target marketing
 - 6.3 Positioning for competitive advantage

- 7.0 Products, Services, and Branding Strategies
 - 7.1 Product and service decisions
 - 7.2 Branding strategy: building strong brands
 - 7.3 Services marketing

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- 8.0 New Product Development and Life-Cycle Strategies
 - 8.1 New product development strategy
 - 8.2 Product life-cycle strategies

- 9.0 Pricing Considerations and Strategies
 - 9.1 Factors to consider when setting prices
 - 9.2 New-product pricing strategies
 - 9.3 Product mix pricing strategies
 - 9.4 Price-adjustment strategies

- 10.0 Marketing Channels and Supply Chain Management
 - 10.1 Supply chains and the value delivery network
 - 10.2 Channel behavior and organization
 - 10.3 Channel design decisions
 - 10.4 Channel management decisions
 - 10.5 Marketing logistics and supply chain management

- 11.0 Retailing and Wholesaling
 - 11.1 Retailing
 - 11.2 Wholesaling

- 12.0 Integrated Marketing Communication Strategy
 - 12.1 Advertising
 - 12.2 Sales promotions
 - 12.3 Public relations
 - 12.4 Personal selling
 - 12.5 Direct marketing

- 13.0 Marketing in the Digital Age
 - 13.1 Major forces shaping the digital age
 - 13.2 Marketing strategies in the digital age
 - 13.3 E-marketing domains
 - 13.4 Conducting E-commerce

- 14.0 The Global Marketplace
 - 14.1 Global marketing in the twenty-first century
 - 14.2 Looking at the global marketing environment
 - 14.3 Deciding which markets to enter

- 15.0 Marketing and Society: Social Responsibilities and Marketing Ethics
 - 15.1 Citizen and public actions to regulate marketing
 - 15.2 Business actions toward socially responsible marketing

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8. Instructional Goals

The course will introduce students to:

- 1.0 The nature of the marketing process as a whole and how it operates in today's business organizations;
- 2.0 Various marketing functions and how these relate to each other and to the environment in which they operate;
- 3.0 Marketing vocabulary as a foundation for further study in advanced marketing and business subjects;
- 4.0 Marketing segmentation, targeting, and positioning a product, service, or business for competitive advantage;
- 5.0 The specific applications of new product development, pricing considerations, marketing and distribution channels, and promotional strategies;
- 6.0 The role of marketing in society and the social responsibilities and marketing ethics of marketing practitioners; and
- 7.0 The basic steps in creating a marketing plan.

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9. Student Learning Outcomes

Upon successful completion of this course, the student will be able to:

- 1.0 Describe the marketing process and how it can be applied in business;
- 2.0 Compare the various marketing functions and how these relate to each other and to the environment in which they operate;
- 3.0 Define marketing vocabulary and use them in individual and group work;
- 4.0 Apply marketing segmentation, targeting, and positioning a product, service, or business for competitive advantage;
- 5.0 Explain the specific applications of new product development, pricing considerations, marketing and distribution channels, and promotional strategies;
- 6.0 Appreciate the role of marketing in society and the social responsibilities and marketing ethics of marketing practitioners; and
- 7.0 Create a marketing plan using the basic elements discussed in class.

10. Assessment Measures

Assessment of student learning may include, but is not limited to, the following:

- 1.0 Team-based activities;
- 2.0 Written quizzes;
- 3.0 Homework assignments;
- 4.0 Examinations on covered chapters;
- 5.0 Research used to complete a marketing plan;
- 6.0 A marketing plan for a chosen business; and
- 7.0 A presentation of the marketing plan to the instructor and students.