

Standard Course Outline

MKTG 500 Marketing Concepts

I. General Information

- ♦ Course number: MKTG 500
- ♦ Title: Marketing Concepts
- ♦ Units: 3 credits
- ♦ Prerequisites: MBA Majors Only
- ♦ Course Coordinator: Department Chair
- ♦ Date prepared/revised: 10/2016

II. Catalog Description

Overview of the decision process in marketing. Consideration of functional areas and their interaction with the total operations of the firm. Introduction to the development of marketing strategy and planning. Letter grade only (A-F).

III. Curriculum Justification(s)

The course focuses on various marketing strategies, including segmentation, targeting, positioning, and marketing mix (product, price, place and promotion) strategies and explores how those strategies contribute to the company's competitive advantage in the marketplace. The curriculum provides students with managerial guides on the management of the marketing function.

IV. Course Objectives, Student Learning Outcomes, Evaluation Instruments, and Instructional Strategies for Skill Development

- **Learning goals – Critical Thinking:** Students will demonstrate conceptual learning, critical thinking, and problem skills of marketing. They will demonstrate this set of skills by (a) analyzing the various steps that consumers and organizations go through in the decision making process, segmentation, targeting, and positioning strategies, and marketing mix strategies and (b) integrating all this information into a set of marketing strategies for firms.
- **Learning goals – Marketing Functions:** Students will demonstrate understanding of all marketing functions, practices, and related theories and be able to integrate this functional knowledge in order to address marketing problems. Student will (a) demonstrate their proficiency in the fundamental facts related to the functions and practices for the marketing mix (product, price, place, and promotion); marketing research, e-commerce/Internet marketing and (b) explain how marketing decisions are made using the basic business functions in a marketing context.

- **Learning goals – Quantitative and Technical Skills:** Students will demonstrate that they possess quantitative and technological skills enabling them to improve marketing decisions. They will achieve this through: making decisions based on quantitative analysis using performance metrics and analyzing financial performance including a pro forma analysis and their performance in two examinations which involve quantitative analysis of marketing issues.

NOTE: The program level learning objectives are not assessed in MKTG 500.

V. Outline of Subject Matter

This is a listing of the subject matter that must be covered in this course. It does not preclude other topics that are part of the Marketing area or the depth of some topics. Multiple choice exams are not allowed. The possibilities include case analyses, essay exams, projects, simulations, and other more advanced testing techniques that allow the professor to evaluate the student's achievement of the course learning goals.

The required topics are also those that are included in the course assessment for MKTG 500.

Introduction to Consumer Behavior & Course Overview

1. Introduction to Marketing
2. Business Environment and Situation Analysis
3. Customer Analysis
4. Marketing Segmentation, Targeting, and Positioning
5. Product/Service strategies
6. Marketing Channels
7. Marketing Communication
8. Pricing Strategies
9. Branding and Branding Strategies
10. Strategic Planning Process
11. Corporate Social Responsibility and Ethics

VI. Methods of Instruction

A. Instruction Mode

- Traditional
- Hybrid
- Local Online
- Distance Education

B. Extent and Nature of Technology Use:

Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the "[Policy Governing Access](#)

[to and Use of CSULB Computing Resources](#)". These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

VII. Information about Textbooks/Readings

The textbook for this course must be a *graduate level text* that differentiates this course from the undergraduate MKTG 300 course. Examples of the textbook and additional readings used for this course include the following:

- Market-based Management, Roger J. Best, latest edition.
- Principles of Marketing, Kotler/Armstrong, latest edition.
- Development of a marketing plan is mandatory.

VIII. Instructional Policies Requirements

A. Grading Policy:

- Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third of the final course grade.
- Examinations preferably use short answer questions, essays, and must require some form of application, critical thinking, and / or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.
- See [Academic Senate Policy Statement 12-03: Final Course Grades, Grading Procedures, and Final Assessments](#).

B. Policy on Classroom Behavior:

- All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
- Students are responsible for what transpired if they miss a class. It is the student's responsibility to contact the instructor or a classmate to determine what was missed. See "Policy on Make-up Exam and Assignments" below.
- Talking and other disruptive behavior are not permitted while classes are in session.
- Students are expected and must do ORIGINAL work for all assignments, including exams. See "Academic Integrity" policy below. It is the student's responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
- See also [Department of Marketing Classroom and Online Conduct Policies](#).

C. Policies on Withdrawal, Late Withdrawals, and Incompletes:

The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the COB.

D. Academic Integrity:

- Students are expected to do original work for all assignments, including exams.
- Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials.
- Students are expected to adhere to the [College of Business policy on academic integrity](#) and the University's [Academic Senate Policy Statement 08-02: Cheating and Plagiarism](#). Please avoid an embarrassing or unfortunate situation.

IX. Disabilities:

The [Bob Murphy Access Center](#) (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations. Any student requesting academic accommodations based on a disability is strongly encouraged to register with Disabled Student Services (BMAC) each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: bmac@csulb.edu.

X. Assistive Technology

In compliance with [Accessibility and Faculty Responsibility for the Selection of Instructional Materials \(PS 08-11\)](#), instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

XI. Consistency of SCO Standards across Sections

All future syllabi will conform to the SCO. The course coordinator should review the SCO and offer advice and/or materials to faculty member new to teaching the course. The course coordinator may offer or require regular review of instructors' course materials as well as anonymous samples of student work.

XII. Additional Resources for Development of Syllabi

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)
- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)