









Syllabus
BSAD 2520
Principles of Marketing
2024

Committee Members:

Renee Allen, Central Community College
Steve Nichols, Metropolitan Community College
Angie Chittick, Mid-Plains Community College
Angie Shaffer, Northeast Community College
Beth Deinert, Southeast Community College
Scott Winters, Western Nebraska Community College
N/A, Little Priest Tribal College
Dr. Steve Palmer, Nebraska Indian Community College

Facilitator: Angie Shaffer

The Institution agrees to the contents in this syllabus including course prefix, number, course description and other contents of this syllabus.

 Chief Academic Officer, Central Community College	04/19/2024	Adopt
 Chief Academic Officer, Little Priest Tribal College	04/25/2024	Adopt
 Chief Academic Officer, Metropolitan Community College	04/19/2024	Decline
 Chief Academic Officer, Mid-Plains Community College	04/19/2024	Adopt
 Chief Academic Officer, Nebraska Indian Community College	04/19/2024	Adopt
 Chief Academic Officer, Northeast Community College	04/20/2024	Adopt
 Chief Academic Officer, Southeast Community College	04/25/2024	Adopt
 Chief Academic Officer, Western Nebraska Community College	04/19/2024	Adopt

I. CATALOG DESCRIPTION

Course Number: BSAD 2520
Course Title: Principles of Marketing
Prerequisites: None

A study of the development of an effective marketing system including consumer behavior, product, pricing, distribution, and promotional strategies.

4.5 quarter credit hours/3.0 semester credit hours/45 contact hours

II. COURSE OBJECTIVES/COMPETENCIES

Course will:

1. Examine and illustrate the marketing concept
2. Identify the elements of an effective marketing plan
3. Analyze the environment in which firms operate to develop effective marketing strategies and decisions
4. Review market research and analytics
5. Analyze consumer and organizational buying behavior
6. Identify market segments, target markets and positioning
7. Evaluate product and service strategies
8. Evaluate distribution strategies
9. Evaluate pricing strategies and tactics
10. Evaluate promotional and communication strategies

III. STUDENT LEARNING OUTCOMES

Students will be able to:

1. Summarize the components of a marketing plan
2. Analyze the strategies of market segmentation, target markets and positioning
3. Discuss the elements and the factors of the marketing environments
4. Compare and contrast consumer and organizational buying behavior
5. Review market research and analytics
6. Describe the elements of the marketing mix

IV. CONTENT/TOPICAL OUTLINE

1. Marketing and its Environment
2. Market Research
3. Consumer Behavior and the Target Market
4. Product Strategies
5. Distribution Strategies
6. Promotion and Communication Strategies
7. Pricing Strategies

V. INSTRUCTIONAL MATERIALS

1. Pride and Ferrell. *Foundations of Marketing*, Current Edition. Cengage
2. Boone, Louis E., and David L. Kurtz. *Contemporary Marketing*, Current Edition. Cengage
3. Grewal and Levy, *Marketing*, Current Edition. McGraw Hill
4. *Modern Marketing Principles* with Mimic Marketing Principles Simulations, Wilson and Rackley, Stukent.
5. Iacobucci, Daw. *Marketing Management*, Current Edition, Cengage
6. *Marketing*. OpenStax.

VI. METHOD OF PRESENTATION

1. Explanation and/or Lecture
2. Presentations
3. Student Reports
4. Role Play
5. Guest Speaker
6. Small Group Activities

7. Discussion
8. Debates
9. Field Trips
10. Internet Activities

VII. METHOD OF EVALUATION

1. Course grades, at the determination of the instructor, will be based on class and group participation, daily work, exams, presentations, projects, papers, and/or a portfolio
2. Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term.

VIII. INSTITUTIONAL DEFINED SECTION

(to be used at the discretion of each community college as deemed necessary)