

JAMESTOWN COMMUNITY COLLEGE
State University of New York

INSTITUTIONAL COURSE SYLLABUS

Course Title: Marketing

Course Abbreviation and Number: BUS 2550

Credit Hours: 3

Course Type: Lecture

Course Description: Students will study the process of planning and putting into practice various activities involved in the marketing of products, services, or ideas, and analyze the theories involved in the flow of goods and services from the producer to the consumer. The dynamic nature of the American economy requires students to demonstrate a knowledge of the marketing concept, buyer behavior, product analysis, pricing factors, institutions and channels of distribution, and promotional strategies.

Prerequisite/Corequisite: ENG 1530.

Student Learning Outcomes:

Students who demonstrate understanding can:

1. Describe and evaluate the marketing mix and its major components (products and their development, pricing of products, promotional activities, and product distribution.)
 2. Identify different target market segments and determine marketing strategies to meet their different needs.
 3. Assess the environmental forces affecting marketing, including ethics and social responsibility, cultural changes, technology, marketing information and research, and a global economy.
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Topics Covered:

- Introduction to Marketing: value proposition, the 4 P's, evolution of marketing
 - Planning and the Marketing Environment: strategic planning, marketing strategies, internal and external environments
 - New Era of Marketing: ethics, social responsibility, global influences
 - Marketing Information and Research: information systems, marketing research process
 - Consumer Behavior: decision making process, influences on consumer decisions- internal, situational and social
 - Business to Business markets
 - Target markets: segmentation, target groups, segment profiles, positioning
 - Creating the Product: classifying products, innovations, developing new products
 - Managing the Product: product life cycle, branding, packaging and labeling
 - Pricing the Product: pricing objectives, costs, price strategies, psychological issues, legal and ethical considerations
 - Advertising and Public Relations: types of advertising, advertising campaigns, direct marketing
 - Sales Promotions, Personal Selling and Sales Management
 - Distribution and Supply Chain Management: distribution channels, strategies, logistics
 - Retailing and services
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Information for Students

- Expectations of Students
 - [Civility Statement](#)
 - [Student Responsibility Statement](#)
 - [Academic Integrity Statement](#)
- [Accessibility Services](#)
Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.
- [Get Help: JCC & Community Resources](#)
- [Emergency Closing Procedures](#)
- Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
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- Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.
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Effective Date: Fall 2021