



LAM FAMILY
COLLEGE *of* BUSINESS
SAN FRANCISCO STATE UNIVERSITY

San Francisco State University
Lam Family College of Business
Undergraduate Curriculum Committee

MKTG 431 – Principles of Marketing

Undergraduate Curriculum Committee Course Outline

MKTG 431: Principles of Marketing – Course Outline

COURSE DESCRIPTION: Introduction to marketing principles and functions designed to satisfy an organization's target markets by offering an appropriate marketing mix consisting of product, price, place and promotion in domestic and international settings.

Prerequisite: Upper Division Standing.

EFFECTIVE DATE: Fall 2020

COURSE OBJECTIVES: The purpose of this course is to familiarize the student with the language and theories supporting the Marketing Discipline.

Students will be expected to demonstrate mastery of these concepts weekly, and be able to recall more than half of the concepts covered in the class at the end of the semester.

COURSE DELIVERY: The content in this course is suitable for a variety of delivery methods. It has been successfully taught in small-section live classes, large-section live classes and as an online course. Currently the class is being offered as both small-section live (online for AY 20-21) and large-section online.

Instructors for this course need to be academically or professionally qualified in Marketing.

COURSE CONTENT:

A. Consumers and markets (4 weeks):

Definition of marketing, market, marketing concept, needs, utility. Role of marketing in society. Definition of consumer. Consumer buying process. Factors that affect the consumer buying process: psychological, social, situational, information. Business markets: characteristics of business markets, business buying process, buying center. Use of information in decision making, marketing information system. Market research process. Definition of market segment and targeting, bases for market segmentation, product/market grid, portfolio analysis. Definition of positioning, statistical techniques, perceptual maps. Forecasting, definition and methods.

B. The marketing mix (6 weeks):

Product. Layers of the product, classifying products. New product development process: need for innovation, new product development model, adoption process, diffusion model. Product management, product mix, product life cycle model. Fashion. Quality. Branding: what is a brand, how to create a brand, brand strategies, brand equity. Warranties. Packaging. Service marketing: intangibles, definition of service, characteristics of services, managing services, service quality. Not-for-profit marketing.

Price. Price theory: definition of price, price objectives, price constraints, demand curves, price elasticity. Costs and revenue: relationships between demand and revenue, break-even analysis. Legal issues in pricing. Price Strategies: demand-based, cost-based, competition-based. Price tactics.

Distribution. Channel theory: definitions, channel flows, intermediaries. Channel structure: direct vs. indirect, number of channels, wholesalers, vertical marketing systems. Channel management: Design considerations, relationships. Logistics: supply chain, information and logistics, logistics functions, reverse logistics. Retailing: wheel of retailing, retail life cycle, classifying retailers, store positioning strategy.

Promotion. Definitions, role of promotion, relationships between promotion and other marketing mix variables. Communication process: communication model, information theory, AIDA model. Promotional mix: tools, influences, push vs. pull, control vs. influence, mass appeal vs. personal appeal, promotional plan. Integrated marketing communication. Direct marketing. Advertising: purpose, campaigns, agencies. Public relations: definition, tools. Guerilla marketing. Sales Promotion: definition, consumer promotions, trade promotions. Personal selling and sales management: selling philosophy, selling as a profession, the sales process, roles of salespeople, sales teams, sales management, sales automation, trends in selling.

C. Marketing management and strategy (2 weeks):

Ethics: definition, ethical/legal framework, societal norms, personal values, ethics in business, company culture. Ethical issues in marketing: consumer behavior, privacy, product, vulnerable groups, pricing, advertising. Environmental Scanning: micro vs. macro, internal vs. external. Macroenvironments: social, economic, technological, competitive, regulatory. External microenvironment. Internal microenvironment. Strategic planning: hierarchy of concerns, corporate level planning, business plan vs. marketing plan, developing a marketing plan. Marketing management: implementation – tactical planning, organizational structure; Controlling – marketing metrics; evaluation.

D. Special topics (1 week):

TBD by instructor. Currently, Machine learning/Artificial intelligence

E. Careers in marketing (1 week optional)

What do careers in marketing look like. What is a career path: entry level jobs, promotions. How to use marketing principles in your job search.

TEXTS: Any peer-reviewed text that covers the content. Instructors are encouraged to supplement text material where appropriate. The textbook adoption should be reviewed at no longer than three-year intervals to assure that teaching materials are current with the discipline.

Currently using Robertson, Bruce, *Marketing Fundamentals for Future Professionals V. 1.1*, 2019, Cognella Academic Publishing.

METHODS OF EVALUATION: Evaluation method needs to be appropriate to course delivery method. Currently using online quizzes (50%) and two comprehensive exams (50%) consisting predominately of multiple choice questions.