



Syllabus

BUS 222 Marketing

General Information

Date February 26th, 2021

Author Timothy McGuinness

Department Business

Course Prefix BUS

Course Number 222

Course Title Marketing

Course Information

Catalog Description This course is a comprehensive introduction to procedures and practices involved in marketing, including marketing cooperation with all other business functions and disciplines. Students in all business-related majors will focus on how present-day marketing trends are used to meet the needs and wants of customers/consumers. Concepts covered will include product research, development and package; pricing; sales, advertising and sales promotion; distribution and transportation; wholesalers and retailers; marketing research.

Credit Hours 3

Lecture Contact Hours 3

Lab Contact Hours 0

Other Contact Hours 0

Grading Scheme Letter

Prerequisites

None

Co-requisites

None

First Year Experience/Capstone Designation

This course **DOES NOT** satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed categories

None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

Vitality, Inquiry, Perseverance, and Interconnectedness

Course Learning Outcomes

Course Learning Outcomes

1. Define the term marketing and explain marketing's role to an individual company and the overall economy
2. Analyze components of the marketing mix (i.e. product, distribution channel, pricing and promotional strategies) to enhance the marketing of products and services
3. Analyze market segments and strategies on a local, national, and global level.
4. Design the components of a working marketing plan

Outline of Topics Covered

Customers-Driven Strategic Marketing

- **Marketing's role in an organization**
- **Major concepts of marketing**
- **Outside environmental factors that affect an organization's marketing**
- **Job opportunities in marketing**
- **Ethics in marketing**
- **Social responsibility in marketing**

Marketing Research and Target Markets

- **Target markets**
- **Marketing segmentation**
- **Steps in marketing research**

Products and Pricing

- **Branding**
- **Pricing strategies**
- **Products/product lines/product mixes**
- **Packaging and its relation to marketing**

Distribution and Promotion

- **Intermediaries**
- **Distribution of product/services**
- **Promotional mix**

Customer Behavior and E-Marketing

- **Marketing for international business**
- **Online marketing**
- **Customer's willingness and ability to buy products**

Program Affiliation

This course is required as a core program course in the following program(s)
AAS Accounting, AAS Business Administration, and AS Business Administration