

BUS 185: ELEMENTS OF MARKETING

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2024
Credits:	3
Total Contact Hours:	54
Lecture Hours :	54
Lab Hours:	0
Hours Arranged:	0
Outside of Class Hours:	108
Total Student Learning Hours:	162
Strongly Recommended:	ENGL 101.
Transferable to CSU:	Yes
Transferable to UC:	No
Grading Method:	Standard Letter

Catalog Course Description

A course focusing on the moving of goods, services, and ideas from producer to consumer. Topics include: functions and institutions of marketing; marketing research and customer motivation; buying, selling, pricing and competition; transportation, storage and packaging; banking, communication, and insurance. 54 lecture hours.

Course Objectives

- analyze the basic factors which shape the marketing strategies and tactics of business
- formulate and explain a marketing program
- assess solutions to problems which may be encountered

Major Course Content

1. Marketing's role in society
2. Marketing' role within the firm
3. Economics fundamentals
4. Finding attractive marketing opportunities
5. Uncontrollable environments affecting marketing management
6. Getting information for marketing decisions
7. Final consumers and their buying behavior
8. Industrial and intermediate customers and their buying behavior
9. Segmenting markets and forecasting their potential
10. Elements of product planning
11. Product management and new product development
12. Place and physical distribution
13. Retailing
14. Wholesaling
15. Promotion introduction
16. Personal selling
17. Mass selling
18. Pricing objectives and policies
19. Marketing arithmetic

20. Price setting in the real world
21. Marketing strategy planning for international markets
22. Marketing in a consumer-oriented society: appraisal and challenges
23. Career planning in marketing

Suggested Reading Other Than Required Textbook

Research Articles

Examples of Required Writing Assignments

Research Project Case Studies Discussion Board postings

Examples of Outside Assignments

Students are required to watch the assigned video cases and answer the questions from the textbook. Completely answer the questions and address all of the relevant issues. Take an analytical approach when viewing/writing their response. Discussion Board Questions Answer questions Complete online assessments Read required materials Case studies

Instruction Type(s)

Lecture, Online Education Lecture