

STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK



MASTER SYLLABUS

COURSE NUMBER – COURSE NAME

BSAD 203 - Marketing

CIP Code: 52.1401

For assistance determining CIP Code, please refer to this webpage

<https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=55>

or reach out to Sarah Todd at todds@canton.edu

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Updated by: Nicholas Kocher

School of Business and Liberal Arts

Department: BUSINESS

Semester/Year: FALL 2023

- A. TITLE: Marketing
- B. COURSE NUMBER: BSAD 203
- C. CREDIT HOURS: (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

Credit Hours: 3
 # Lecture Hours: 3 per week
 # Lab Hours: 0 per week
 Other: 0 per week

Course Length: 15 Weeks

- D. WRITING INTENSIVE COURSE: Yes No
- E. GER CATEGORY: None: Yes: GER
If course satisfies more than one: GER
- F. SEMESTER(S) OFFERED: Fall Spring Fall & Spring

G. COURSE DESCRIPTION:

This course provides students with an introduction to marketing as a functional area of business. Students build an understanding of the marketing mix (price, product, promotion, and placement) and its role in contributing to successful business operations. Students explore the impact of legal, political, social, ethical, technological, economic, and competitive factors on marketing activities.

- H. PRE-REQUISITES: None Yes If yes, list below:

ACCT 101 Foundations of Financial Accounting, or BSAD 100 Introduction to Business, or ESPT 100 Introduction to eSports Management, or HSMB 101 Introduction to Health Services Management, or permission of instructor.

CO-REQUISITES: None Yes If yes, list below:

- I. STUDENT LEARNING OUTCOMES: (*see key below*)

By the end of this course, the student will be able to:

<u>Course Student Learning Outcome</u> [SLO]	<u>Program Student Learning Outcome</u> [PSLO]	<u>GER</u> [If Applicable]	<u>ISLO & SUBSETS</u>

a. Identify and define the role of marketing as a functional area of business.	Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management		2-Crit Think ISLO ISLO	CA IA None None
b. Explore and define the marketing mix.	Demonstrate the ability to identify and evaluate relevant information for decision-making.		2-Crit Think ISLO ISLO	CA IA None None
c. Explain the importance of a customer orientation on the part of employees throughout the firm.	Demonstrate the ability to identify and evaluate relevant information for decision-making.		2-Crit Think 5-Ind, Prof, Disc, Know Skills ISLO	IA IA None None
d. Identify the consumer decision making process and apply it to making intelligent purchase decisions as a consumer.	Demonstrate the ability to identify and evaluate relevant information for decision-making.		2-Crit Think 5-Ind, Prof, Disc, Know Skills ISLO	CA IA None None
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KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking

	<i>Critical Analysis [CA] , Inquiry & Analysis [IA] , Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

*Include program objectives if applicable. Please consult with Program Coordinator

J. APPLIED LEARNING COMPONENT: Yes No

If YES, select one or more of the following categories:

- | | |
|---|--|
| <input type="checkbox"/> Classroom/Lab | <input type="checkbox"/> Civic Engagement |
| <input type="checkbox"/> Internship | <input type="checkbox"/> Creative Works/Senior Project |
| <input type="checkbox"/> Clinical Placement | <input type="checkbox"/> Research |
| <input type="checkbox"/> Practicum | <input checked="" type="checkbox"/> Entrepreneurship |
| <input type="checkbox"/> Service Learning | (program, class, project) |
| <input type="checkbox"/> Community Service | |

K. TEXTS:

None. (OER materials built into course shell)

L. REFERENCES:

None

M. EQUIPMENT: None Needed: Technology Enhanced Classroom

N. GRADING METHOD: A-F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

Assignments, Marketing Plan Project, Quizzes, Exams, and Participation

P. DETAILED COURSE OUTLINE:

I. Modern Marketing

1. The Field of Marketing
2. The Marketing Environment
3. Marketing Information System and Marketing Research

II. Target Markets

1. Selecting Target Markets
2. Cultural and Social-Group Influences on Consumer Behavior
3. Psychological Influences on Buyer Behavior

III. The Product

- 1. Product Planning and Development**
- 2. Product-Mix Strategies**
- 3. Product Planning and Branding**

IV. Price

- 1. Pricing Objectives and price Determination**
- 2. Basic Methods of Setting Price**
- 3. Pricing Strategies and Policies**

V. Distribution

- 1. The Wholesale Market**
- 2. Channels of Distribution**
- 3. Management of Physical Distribution**

VI. Promotion

- 1. The Promotional Program**
- 2. Management of Advertising and Sales Promotion**

VII. Planning and Evaluating the Marketing Effort

- 1. Marketing Strategy Development**
- 2. Marketing: Societal Appraisal and Prospect**

Q. LABORATORY OUTLINE: None Yes