

**Course # and Name as it appears in the catalog: MKTG 360 Business Marketing**

**Credit Hours: # 3**

**Scheduled hours per week**

Lecture: # 3 hours/week; May be taught as e-course, blended, ADS, or traditional

Lab: # 0

Other: # 0

**Catalog Course Description:** An examination of the process of marketing to business, Institutional, and governmental entities, with a focus on business buyers and development of appropriate marketing strategies for goods and services.

**Pre-requisites:** MKTG 230 or instructor's consent

**Co-requisites:** N/A

**Course Learning Outcomes:** By the end of the semester, students should be able to:

- Delineate the difference between consumer and business marketing.
- Understand the "marketing concept" as it applies to the B2B environment.
- Strategic planning for marketing activities in various types of businesses. How do marketing activities fall into place in the "big picture" of an organization? Are these plans different for industrial, service, nonprofit, or non-business organizations?
- Emphasis will be placed on using models and analysis tools for forecasting and planning.
- Social responsibility and ethics in marketing
- Environmental influences upon companies' marketing programs. What external factors impact a company's ability to develop and sell products?
- Market research. What factors affect buying behaviors for industrial and organizational buyers?
- Market demographics and segmentation. How do marketers know who their customers are (in terms of demographics) and how do they divide their customers to best serve them? Based on what issues? What are the advantages and disadvantages of this segmentation?
- "The 4 Ps":
  - Product strategies. New product development and testing, packaging, and the product life cycle (PLC).
  - Placement/Physical distribution. What effect do marketing channels have on the marketing of products? Wholesaling? Retailing? What is the most economical and efficient way to get products from the manufacturer or point of origin to the customers?
  - Promotional strategies. What promotional techniques and strategies do companies use to get the word out about their products? Advertising, publicity, personal selling, and social media.
  - Pricing decisions. What affects the selling cost of a product? How is it determined?
- International marketing programs.

**Topics to be studied:**

- The marketing concept as it has evolved from the production approach to business.
- Types of markets: B2B in the commercial, government, and international markets.
- Marketing research and its role in creation of new products and consumer behavior.
- Target marketing and segmentation. Analysis of demographics and psychographics in targeting market segments.
- 4 Ps: Product, promotion, pricing, and physical distribution/placement.

Relationship of Course to Program or Discipline Learning Outcomes:

<b>Bachelors of Applied Science in Business Administration</b>	
<b>(BASBA) Program Outcomes</b>	
<i>Management/Marketing concentration (M/M):</i>	
<ul style="list-style-type: none"> <li>Communicate effectively and professionally both orally and in writing including complex report generation.</li> </ul>	X
<ul style="list-style-type: none"> <li>Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business.</li> </ul>	X
<ul style="list-style-type: none"> <li>Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities.</li> </ul>	X
<ul style="list-style-type: none"> <li>Apply best practices in human resource management, organizational structure, and leadership techniques to manage a team or department.</li> </ul>	X
<ul style="list-style-type: none"> <li>Apply marketing concepts to conduct internal marketing research studies, create and deploy business-to-consumer advertising campaigns, and deploy business-to-business functions including sales force management and procurement processes.</li> </ul>	X

<b>Bachelors of Science in Business Administration</b>	
<b>(BSBA) Program Outcomes</b>	
<i>General Business Specialization (GenBus):</i>	
<ul style="list-style-type: none"> <li>Communicate effectively and professionally both orally and in writing including complex report generation.</li> </ul>	X
<ul style="list-style-type: none"> <li>Demonstrate the use of quantitative skills in analysis of complex business decisions with a global perspective.</li> </ul>	X
<ul style="list-style-type: none"> <li>Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business.</li> </ul>	X
<ul style="list-style-type: none"> <li>Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities.</li> </ul>	X
<ul style="list-style-type: none"> <li>Demonstrate the ability to solve complex business and organizational problems using programmed and non-programmed decision techniques using logical reasoning for evaluating information and data.</li> </ul>	X
<ul style="list-style-type: none"> <li>Apply best practices in management of functional areas including Human Resources, development and analysis of organizational design and structure, and leadership techniques to manage a team or department.</li> </ul>	X
<ul style="list-style-type: none"> <li>Demonstrate an understanding of complex marketing concepts including developing and deploying research studies for data collection and analysis, creating and deploying both B2C and B2B functions including procurement, supply chain management, and other marketing analysis.</li> </ul>	X
<ul style="list-style-type: none"> <li>Be admission-ready for a Master of Business Administration program if desired.</li> </ul>	X

<b>Relationship of Course to General Education Learning Outcomes:</b>	
<b>Composition and Rhetoric</b> Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X
<b>Science &amp; Technology</b> Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
<b>Mathematics &amp; Quantitative Skills</b> Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	X
<b>Society, Diversity, &amp; Connections</b> Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
<b>Human Inquiry &amp; the Past</b> Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
<b>The Arts &amp; Creativity</b> Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	
<b>5/3/2016</b>	

**Special requirements of the course:** N/A

**Additional information:** N/A

**Prepared by:** Larry Muller

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