NorthWest Arkansas Community College
Division of Business & Computer Information Division

BUTR 2013 MARKETS AND CONSUMERS (F,S)

Catalog Description:
Key decisions required to understand the existence of markets and how buyers within those markets may be accessed profitably. Key concepts include an overview of competitive markets, buyer behavior, developing new markets and products, promotion and distribution channels, pricing and profitability concepts, the sales and collections process, and strategic planning.

Prerequisite:
Grade of "C" or better in all of the following: BUTR 1023, BUTR 1033, ECON 2023, BLAW 2013. These prerequisites do not apply to AAS Business Management students.

Credit Hours/Contact Hours/Load Hours:
3/3/3

Target Audience / Transferability:
Designed for students majoring in some area of business administration. This course is part of the core business requirements for all students planning to enter the Walton College of Business at the University of Arkansas. It also is included in the AAS degree in Business Management for non-transfer students.

Student Learning Outcomes:
Students completing this course will:

- Describe the nature of markets including assumption, models, types, utility, and the role of government.
- Explain consumer and buyer behavior in terms of basic models, information processing, decision making, and adoption.
- Clarify the basic elements of marketing research
- Demonstrate the pricing of goods and services using key concepts such as supply and demand, elasticity, pricing strategies, and break even point analysis.
- Identify the key elements of the sales and collection process.
- Recognize differences in segments of the population and examine their needs.

Topics:
- The world of marketing
- Strategic Planning
- Ethics in Marketing
- Multinational Environments
- Marketing Research
- Consumer behavior
- Target markets
- Creating Value
- Pricing
- Promotion
- Channels of Distribution
- E-Commerce

Forms of Assessment:
Exams, projects, and a marketing plan.