

Business Department Course Outline

BADM 2633 Professional Selling and Marketing (F, S)

Catalog Description:

A study of the function and role of marketing in our free enterprise system. Study involves pricing theories, channels of distribution, promotional policies, marketing management, market research, product planning and consumer behavior. Designed to teach tools for professional selling and successful sales techniques for retail and non-retail customers. Students will develop an advertising program for products and services using the appropriate medium.

Prerequisite:

ENGL 1023

Credit Hours/Contact Hours/Load Hours:

3/3/3

Target Audience & Transfer:

Intended for AAS Business Management majors to provide a basic understanding of marketing concepts. This course will not transfer to most four-year institutions.

Student Learning Outcomes:

Students completing this course will:

- Use terminology associated with the development of and successful marketing of a product or idea
- Analyze consumer value needs and make marketing value decisions
- Utilize basic marketing strategy tools (product, pricing, place and promotion) to market a product or idea
- Align marketing strategy with strategic and functional objectives to create a marketing plan and advertising program
- Use math skills for marketing calculations
- Use communication and writing skills for marketing
- Use technological skills for marketing research, analysis, and communication
- Analyze the numerous cultural, demographic, social and situational influences on consumer decision-making and marketing
- Analyze ethical issues in marketing

Topics:

- Introduction to marketing, building a value proposition, international marketing and planning
- Market research, consumer behavior, B2B markets, market segmentation, target marketing
- Marketing mix, product and price strategies
- The 4 Ps – Product, Price, Promotion and Place
- Distribution strategies

Forms of Assessment:

Exams, discussions, written assignments.

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