



A division of St. Francis Methodist School

Curriculum Description for St. Francis Bacculaureate

Marketing (BUS 394A)

Course Description:

Product concepts, from idea to delivery to the ultimate consumer, will be examined. Also included will be pricing, promotion, distribution, and planning for the marketing effort. Emphasis on being an informed consumer included. Course procedures include oral and written communications, and group interaction in class.

Course Objectives:

- (1) Understanding marketing fundamentals and presenting a comprehensive view of how marketing strategies impact a business, such as:
 - (a) the importance of market orientation, customer satisfaction and market-based management
 - (b) application of market analysis concepts and tools needed in analyzing a marketing situation
 - (c) four fundamental components of a tactical marketing strategy
 - (d) how marketing strategies impact profits and are fundamental to the financial success of a business
- (2) Examine sales as the indispensable element in the marketing mix, which creates a proactive response with customers. The problem-solving approach, which increases productivity and organizational effectiveness, will be discussed in detail.

Textbook:

Contemporary Marketing 12th edition. Southwestern Publication Company.

Evaluation: Four (4) one-hour exams
Plus attendance

Grading Standards:

A = 90 - 100%
A- = 87 - 89%
B+ = 83 - 86%
B = 80 - 82%
B- = 77 - 79%
C+ = 73 - 76%
C = 70 - 72%
C- = 67 - 69%
D+ = 63 - 66%
D = 60 - 62%
D- = 57 - 59%
F = Below 57%

Class Reading & Exam Schedule:

Introduction- "Developing Favorable Attention"
Chapter 1- Marketing: Creating Satisfaction Through Customer Relationships
Chapter 2- Strategic Planning and the Marketing Process
Chapter 3- The Marketing Environment, Ethics, and Social Responsibility
Chapter 4- E-Commerce: Marketing in the Digital Age
Chapter 5- Consumer Behavior
Review
Test 1

Chapter 6- Business-To-Business (B2B) Marketing
Chapter 7- Serving Global Markets
Chapter 8- Marketing Research, Decision Support Systems, and Sales Forecasting
Chapter 9- Market Segmentation, Targeting, and Positioning
Chapter 10- Relationship Marketing, Customer Relationship Management (CRM), and One-To-One Marketing
Review
Test 2

Chapter 11- Product and Service Strategies

Chapter 12- Category and Brand Management, Product Identification, and
New-Product Development

Chapter 13- Marketing Channels and Supply Chain Management

Chapter 14- Direct Marketing and Marketing Resellers: Retailers and
Wholesalers

Chapter 15- Integrated Marketing Communications

Review

Test 3

Chapter 16- Advertising and Public Relations

Chapter 17- Personal Selling and Sales Promotion

Chapter 18- Price Concepts and Approaches

Chapter 19- Pricing Strategies

Chapter 19- Pricing Strategies

Review

Final Exam