

**Department of Business:**

**Course Outline for MKT 1100**

**Essentials of Marketing - 3 Credits/3 Hours a week**

**Pre-requisites & Co-requisites:** CUNY proficiency in Reading.

**Recommended Textbook(s) & Supplemental Material(s):** Marketing, by Pride & Ferrell.  
Publisher: Cengage.

**Course Description/Overview:** The course is an introductory survey of today's fast-paced, rapidly changing and interactive global marketing environment. The course will introduce contemporary marketing philosophies and practices as they are used for the advertising, selling and distribution of goods through brick and mortar stores, the Internet, World Wide Web and other electronic media. Effective marketing is all-important to the success or failure of any business venture, especially in the quickly evolving online environment of e-Business. All companies, and particularly e-Business leaders, spend significant percentages of their revenues on marketing to attract and retain loyal customers, sell merchandise of all kinds, and build brand awareness and recognition.

**Learning Objectives - Course Specific:**

Upon satisfactory completion of this course, students will be able to:

- Name, define and relate key marketing concepts such as customers, target markets, the marketing mix, the exchange process, relationship marketing, and the marketing environment;
- Describe, discuss and explain the strategic planning process, including how organizational resources and opportunities affect strategic planning;
- Interpret, apply and demonstrate how the forces of the marketing environment influence marketing strategy decisions through the application of environmental scanning and analysis;
- Analyze, compare and examine how organizations identify target markets and estimate market potential and forecast sales; and
- Create, design and formulate marketing strategies that add customer value to the exchange process resulting in increased customer satisfaction and loyalty that deliver enhanced revenue generation and profitability for a firm.

**Learning Objectives - General Education:**

This course covers the following General Education Learning Objectives:



(1) The Development of Breadth and Depth of Knowledge and Lifelong Learning; (2) The Acquisition of Communication Skills, Including Inquiry and Analysis; (3) The Integration of Information Literacies; and (4) The Formation and Application of Professional and Personal Development, Ethics and Values, Community and Civic Engagement, and a Global and Multicultural Orientation.

**Student Learning Outcomes – Course Specific:** Upon successfully completing this course, students will have a theoretical and practical understanding of the strategies and techniques of contemporary marketing. Above all, students will learn how marketers are meeting the challenge to generate sales, cut costs, increase profitability and build brand recognition and consumer loyalty in both the business-to-consumer and business-to-business markets.

**Student Learning Outcomes – General Education:** Upon the satisfactory completion of this course students will have explored the following General Education Student Learning Outcomes:

(1) The Value of Knowledge and Learning; (2) The Ability to Use the Arts and Humanities as a Forum for the Study of Values and Ethical Principles; (3) The Ability to Pursue Disciplined, Inquiry-Based Learning in the Major; (4) The Acquisition of Tools For Lifelong Learning; (5) The Skills Necessary for Communicating in Diverse Settings and Groups Through the Use of Written, Oral and Visual Means; (6) The Ability to Understand and Employ both Quantitative and Qualitative Analysis To Describe and Solve Problems; (7) Employ Logical Thinking; (8) Use Creativity to Solve Problems; (9) Gather, Interpret, Evaluate, and Apply Information Discerningly From a Variety of Sources; (10) Demonstrate Intellectual Honesty and Personal Responsibility; (11) Discern the Consequences of Decisions and Actions; (12) Demonstrate Intellectual Agility and the Ability to Manage Change; (13) Transform Information into Knowledge and Knowledge Into Judgment and Action; (14) Apply Knowledge and Analyze Social, Political, Economic and Historical Issues; (15) Demonstrate Expanded Cultural and Global Awareness and Sensitivity; (16) Discern Multiple Perspectives; (17) Use Awareness of Cultural Differences to Bridge Cultural and Linguistic Barriers; (18) Demonstrate Proficiencies and Capabilities in Dealing With a Diverse Society; and (19) Communicate Across Cultural and Linguistic Barriers.

**CUNY’s Academic Integrity Policy:** *Academic dishonesty is prohibited in The City University of New York.* Penalties for academic dishonesty include academic sanctions, such as failing or otherwise reduced grades, and/or disciplinary sanctions, including suspension, or expulsion.

**Cheating** is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise.

**Plagiarism** is the act of presenting another person’s ideas, research or writings as your own. The following are some examples of plagiarism, but by no means is it an exhaustive list:

**Internet Plagiarism** includes submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the internet without citing the source, and “cutting and pasting” from various sources without proper attribution.

For a more detailed explanation, you can find the full Academic Integrity Policy here:

[http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY\\_ACADEMIC\\_INTEGRITY\\_6-2011.pdf](http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY_ACADEMIC_INTEGRITY_6-2011.pdf)

**Grading Policy:** Final Term Grades will be based on the following criteria:

- |   |   |     |
|---|---|-----|
| 1. Mid Term Exam:                               |   | 25% |
| 2. Class Participation                          | : | 25% |
| 3. Weekly Article Comments<br>and Case Studies: |   | 25% |
| 4. Final Exam:                                  |   | 25% |

**Grading System:**

All grades will be based in proportion to the following scale:

A	=	93 - 100
A-	=	90 - 92.9
B+	=	87 - 89.9
B	=	83 - 86.9
B-	=	80 - 82.9
C+	=	77 - 79.9
C	=	70 - 76.9
D	=	60 - 69.9
F	=	59.9 and below

**Assessment Methods:** The following metrics will be used to assess student mastery of the Objectives of the Course: (1) the satisfactory, individual contributions of Responses to the Marketing Case Studies; (2) the satisfactory submission of individual Weekly Marketing Article Comment Reviews, as described below; (3) a satisfactory record of class preparation and participation; (4) the receipt of a passing grade on the Mid Term Examination; and (5) the receipt of a passing grade on the cumulative Final Examination.

**Course Technology:** BlackBoard. Each student is required to subscribe to all of the following free Marketing e-Newsletter publications: DM News Daily, IMarketingNews Daily, TM Tipline, INSIDE 1to1, Direct Newslane. In addition, each student may subscribe to the online edition of The New York Times and register for its free Advertising e-Newsletter. All you have to do is log on to: <<http://www.nytimes.com>> and fill out the registration page. Be sure to make a note of your username and password for future reference.

Located on the Student Web Site at <<http://www.pride-ferrell.com>>. I highly recommend this Web site which includes some very useful study and review materials, including: (a) Audio Chapter Review MP3 Downloadable Files; (b) ACE Online Self-Test; (c) Online Flash Study Tutorials; (d) Internet Exercises; (d) Company Links; (e) Online Glossary, Chapter Summaries and Flashcards; (f) Marketing Plan Worksheets; and (g) Career Center.

**Class Schedule:**

Week	Subject	Text
One	AN OVERVIEW OF STRATEGIC MARKETING	Ch. 1



organizing, and interpreting marketing research data. Finally, ethical and international issues in marketing research are explored.

Six                    **TARGET MARKETS: SEGMENTATION, EVALUATION  
AND POSITIONING**                    Ch. 6

This chapter covers: 1) a review of the definition of a market; 2) how organizations identify target markets; and 3) how to estimate market potential and forecast sales. First, the characteristics that groups must possess to be considered a market are discussed. Then, the five steps in the target market selection process are explored in detail. Three targeting strategies are described: undifferentiated, concentrated, and differentiated. In addition, the process of choosing segmentation variables and the types of variables that marketers use are discussed in detail. Finally, how to evaluate market potential and forecast sales is considered.

Seven                    **CONSUMER BUYING BEHAVIOR**                    Ch. 7

This chapter defines buying behavior and consumer buying behavior. How the customer's level of involvement affects the type of problem solving employed is discussed and the types of consumer problem-solving processes is explored, including routinized response behavior, limited problem solving, extended problem solving, and impulse buying. The major stages of the consumer buying decision process are then examined, including: 1) problem recognition; 2) information search; 3) evaluation of alternatives; 4) purchase; and 5) post purchase evaluation. Finally, the situational, psychological, and social influences on the consumer decision-making process are discussed.

Eight                    **BUSINESS MARKETS & BUYING BEHAVIOR**                    Ch. 8

In this chapter, the major types of business markets, including producer, reseller, government, and institutional markets are examined. Next, several dimensions of business buying, such as the characteristics of transactions with business customers, the attributes of business customers and some of their primary concerns in making purchase decisions are explored. Business buying methods and the major types of business purchases are presented, as are the characteristics of demand for business products. Also discussed at length is the business (organizational) buying decision process. In addition, the major participants in the business buying decision processes are presented through an examination of the buying center. Finally, industrial classification systems and their usefulness to business marketers in planning marketing strategies are covered.

Nine                    **REVIEW AND MID TERM EXAMINATION**

Ten                    **E-MARKETING, DIGITAL MEDIA  
& SOCIAL NETWORKING**                    Ch. 10

This chapter explores marketing on the fastest growing medium to date: the Internet. Opportunities for marketers to forge relationships with customers on an interactive basis are the focus. First, a definition of the concepts of electronic commerce and electronic marketing is covered. Then, examinations of the characteristics that differentiate electronic marketing from



traditional marketing activities are analyzed in depth. Next, an exploration of how marketers use the Internet to build competitive advantages is covered. The concept of customer relationship management, introduced in Chapter 1, is reintroduced in this chapter with a focus on how the Internet and information technology help marketers facilitate customer relationship management. Finally, important ethical and legal issues that affect Internet marketing are considered.

**Eleven      PRODUCT CONCEPTS**

**Ch. 11**

This chapter covers fundamental concepts relating to: 1) definition of a product; 2) consumer and business product classification schemes; 3) product mix and product line concepts; 4) product life cycles; and 5) product adoption processes. Definitions of each are provided and the basic relationships necessary for understanding the role of products in the marketing mix is examined.

**Twelve      BRANDING & PACKAGING**

**Ch. 14**

This chapter covers branding, packaging, and labeling. Each are explored in depth, including the concepts of brand equity, types of brands (manufacturer, private distributor, and generic), and brand name selection. Methods of protecting brands are discussed in detail, including such issues as trademarks and protecting a brand from becoming generic. Also examined are branding policies such as individual branding and family branding. The strategies of brand extensions and co-branding and their advantages and disadvantages are also discussed. Next, major packaging issues are examined, including the functions of packaging, packaging strategies, and various types of packaging. The chapter ends with a discussion of labeling.

**Thirteen      MARKETING CHANNELS &  
                         SUPPLY-CHAIN MANAGEMENT**

**Ch. 15**

This chapter explores marketing channels and supply chain management. The functions of marketing channels, including the creation of utility and the facilitating of exchange efficiencies, are examined. Also explored is the justification for intermediaries. The types of marketing channels are then divided into those for consumer products and those for business products. In addition, the intensity of market coverage is explored. Next, the fundamentals of supply chain management is introduced, including channel leadership, cooperation, and conflict, as well as vertical and horizontal channel integration. The chapter concludes by examining the role of physical distribution in the supply chain, including order processing, inventory management, materials handling, warehousing, and transportation.

**Fourteen      ADVERTISING AND PUBLIC RELATIONS**

**Ch. 18**

This chapter presents a detailed discussion of two promotion mix ingredients-advertising and public relations. First, the nature and types of advertising is explained. Next, the major steps in developing an advertising campaign are analyzed. Then, who is responsible for developing advertising campaigns is discussed. Finally, this class will present a detailed discussion on Public Relations and its role in promotion.

**Fifteen      REVIEW AND THE FINAL EXAMINATION**

