IDEA Objectives:  
E = 1, 2
I = 3, 4, 8, 9, 11, 12

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Marketing
COURSE NUMBER: BMK 305

I. RATIONALE:

Many people think that marketing means “selling” or “advertising.” It’s true that these are important to marketing; however, marketing is much more—encompassing customer satisfaction, as well as marketing research, and understanding and application of the four P’s (product, physical distribution, promotion, and pricing). Through this course, students will gain an appreciation of how marketing is important to every consumer, how it affects the standard of living and economic growth of our society, and – perhaps most importantly – why it is important to their careers.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:
Define the role of marketing in society and within the environment of the firm.

Learning Outcomes: The student will:

A-1 Know what marketing is and why she/he should learn about it.
A-2 Understand the difference between micro-marketing and macro-marketing.
A-3 Understand what a market-driven economy is and how it adjusts the macro-marketing system.
A-4 Identify possible ethical dilemmas that exist in marketing products and services.

GOAL B:
Identify appropriate marketing strategies for products/services.

Learning Outcomes: The student will

B-1 Know what marketing strategy planning is.
B-2 Understand target marketing.
B-3 Be familiar with the four Ps in a marketing mix.
B-4 Understand why strategies for opportunities in international markets should be considered.
GOAL C:
Determine target market opportunities by segmenting markets.

**Learning Outcomes:** The student will:

C-1 Learn what market segmentation is and how to segment product-markets into submarkets.
C-2 Identify various dimensions that may be useful for segmenting.
C-3 Know what positioning is and why it is useful.
C-4 Understand a seven-step approach to market segmentation.
C-5 Identify major demographic trends and how they affect marketers.
C-6 Know and appreciate why ethnic markets are important, and why increasingly they are the focus of multicultural marketing strategies.

GOAL D:
Explain the marketing research process.

**Learning Outcomes:** The student will:

D-1 Understand a scientific approach to marketing research.
D-2 Define and solve marketing problems
D-3 Know about secondary and primary data
D-4 Understand the role of observing, questioning, and using experimental methods in marketing research.
D-5 Know about marketing information systems.
D-6 Identify common ethical issues in marketing research.

GOAL E:
Identify the demographic and psychological reasons of consumer buying habits.

**Learning Outcomes:** The student will:

E-1 Understand the economic-buyer model of consumer behavior.
E-2 Understand how psychological variables affect an individual’s buying behavior.
E-3 Learn how social influences affect an individual's and household’s buying behavior.
E-4 See why the purchase situation has an effect on behavior.
E-5 Know how consumers use problem-solving processes.
GOAL F:
Determine uncontrollable variables affecting the marketing process.

Learning Outcomes: The student will:

F-1 Know the internal and external variables that shape the environment of marketing strategy planning.
F-2 Understand the different kinds of competitive situations that affect strategy planning.
F-3 Appreciate the ethical and legal considerations, especially with regard to ignoring the political and legal environment.
F-4 Understand how to screen and evaluate strengths, weaknesses, opportunities, and threats within the marketing environment.

III. SUPPLEMENTAL MATERIALS:

MARKETING RUBRIC, BMK 305
(Revised 1/11/2008)

| COLLEGE GRADUATION COMPENTENCY: B - Exercise critical thinking strategies, including reasoning, problem solving, analysis and evaluation |
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| PROGRAM COMPETENCY: (2) Become aware of how various environmental and ethical challenges affect the marketing of products and services |
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| RELATED COURSE GOAL: A - Define the role of marketing within society and within the environment of the firm; F - Determine uncontrollable variables affecting the marketing process |
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ASSESSMENT ACTIVITY: ASSIGNED TEXTBOOK MARKETING CASE STUDY
Student Name_________________________________ Case Study______________________

<table>
<thead>
<tr>
<th>Objective</th>
<th>Criteria</th>
<th>1 = F</th>
<th>2 = D</th>
<th>3 = C</th>
<th>4 = B</th>
<th>5 = A</th>
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<tbody>
<tr>
<td>1. Identify appropriate marketing strategies for a product or service.</td>
<td>Discuss segmentation, targeting and positioning issues involved in marketing of a product or service.</td>
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<td>2. Specify the marketing opportunities and threats from external, non-controllable</td>
<td>Identify existing and/or potential political, economic, technological, social, competitive, legal, and other</td>
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| IDEA Objectives | E = 1, 2  
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<tr>
<td>variables.</td>
<td>issues impacting the marketing of a product or service.</td>
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<td>3. Recognize possible ethical dilemmas affecting marketing</td>
<td>Identify at least one potential ethical problem and give a solution.</td>
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<tr>
<td>3. Identify appropriate place and channel systems for products and services.</td>
<td>Research and discuss ways to best deliver product to customers.</td>
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<tr>
<td>4. Explain the marketing research process including technologies available for gathering information.</td>
<td>Suggest at least five secondary (or primary) sources that would have to be obtained to get information necessary to successfully implement a marketing plan.</td>
</tr>
<tr>
<td>5. Identify demographic, ethical, and behavioral influences on consumer buying habits</td>
<td>Comment on demographic, psychographic, geographic, and ethical influences that may affect existing or potential customers.</td>
</tr>
<tr>
<td>6. Demonstrate proper grammar and writing skills.</td>
<td>Demonstrate complete, correct, concise, and competent writing and information literacy skills throughout the entire case study.</td>
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<tr>
<th>Total score</th>
<th>Mean score</th>
<th>Letter Grade</th>
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Instructor’s Name: _______________________Semester/Year: _____________

1 = F: Fails to cover the objective.
2 = D: Responds to the objective, but does so poorly; does not demonstrate adequate comprehension
3 = C: Demonstrates a reasonable or fair comprehension.
4 = B: Demonstrates good comprehension and good ability to apply the concept, but is not complete in all aspects.
5 = A: Demonstrates excellent comprehension of the concept and the articulation is complete in all aspects.