

Bossier Parish Community College

Syllabus

Course Prefix and Number: BADM 214

Credit Hours: 3

Course Title: Principles of Marketing

Course Prerequisites: None

Textbook: *Marketing* by Grewal and Levy. 1st edition, McGraw-Hill Irwin, 2009. ISBN: 00773381179.

Course Description: A basic course in marketing including the exchange process, marketing analysis, price determinants, and present-day marketing trends. Emphasis is given to the marketing concept and how firms adapt products and services to changes in consumer demand. Designed for both the student who will take only one course in marketing and the student who intends to major in marketing or related fields.

Learning Outcomes:

At the end of this course, the student will

- A. demonstrate their ability to appropriately use the basic marketing terminology;
- B. demonstrate their ability to monitor all external environmental factors and analyze their potential effects on U.S. businesses; and
- C. demonstrate their ability to perform marketing analysis, price determinants, promotion, and marketing trends.

To achieve the learning outcomes, the student will

(The letter designations at the end of each statement refer to the learning outcome(s).)

1. identify the use of the marketing concept and be able to recognize its application to both customer service and the adaptation of a product to meet changing customer demands (B);
2. apply AMA code of ethics to marketing case studies (A,B,C);
3. analyze business to determine their strengths and weaknesses (B,C); and
4. demonstrate the ability to monitor the external marketing environment for potential threats and opportunities (B).

Course Requirements:

1. Class attendance (see the student handbook for attendance policies)
2. Students are required to use Blackboard and are encouraged to use the BPCC Library to research business topics and employment opportunities.

Course Grading:

- A. Letter grades will be assigned based on a ten point grading scale (90-100 = 'A', 80-89='B', 70-79='C', 60-69='D', 0-59='F').
- B. Although Instructors may give other assignments, they will give at least four tests and a comprehensive final examination.