

Marketing B Course Outline

Students will understand the concept of marketing research and how it relates to marketing.

OBJECTIVE: Understand marketing information systems. (M/E Ch.28: Section 28.1)

- Describe the need for marketing information.
- Explain the nature of marketing research in a marketing-information function.
- Explain the nature and scope of the marketing-information function.

Understand conducting marketing research.

OBJECTIVE: Understand marketing research. (M/E Ch.29: Section 29.1)

- Explain the nature and scope of the marketing-information management function.
- Describe sources of secondary data.
- Use data for information analysis.

OBJECTIVE: Understand the marketing survey. (M/E Ch.29: Section 29.2)

- Collect marketing information from others.
- Describe the use of technology in the marketing-information management function.

Students will understand the concept of product planning and how it relates to marketing.

OBJECTIVE: Understand product planning, mix, and development. (M/E Ch.30: Section 30.1)

- Explain the nature and scope of the product/service management function.
- Explain the concept of the product mix.
- Plan a product mix.

OBJECTIVE: Understand sustaining product sales. (M/E Ch.30: Section 30.2)

- Identify the impact of product life cycles on marketing decisions.
- Describe factors used by marketers to position products/businesses.

Understand branding, packaging, and labeling.

OBJECTIVE: Understand branding elements and strategies. (M/E Ch.31: Section 31.1)

- Explain the nature of branding.
- Explain branding strategies.

OBJECTIVE: Understand packaging and labeling. (M/E Ch.31: Section 31.2)

- Explain the functions of packaging.
- Explain labeling laws.

OBJECTIVE: Understand credit. (M/E Ch.32: Section 32.2)

- Explain the purposes and importance of credit.
- Identify consumer protection provisions of appropriate agencies.

Students will understand the concept of pricing and how it relates to marketing.

OBJECTIVE: The Steps of the Price Planning (M/E Chapter 25: Section 25.1)

- Understand the different forms of price
- Understand the importance of price
- Understand the goals of pricing
- Understand the difference between market share and market position

OBJECTIVE: Factors Involved in Price Planning (M/E Chapter 25: Section 25.2)

- Understand the four market factors that affect price planning
- Understand what demand elasticity is in relation to the supply and demand theory
- Understand the government regulations that affect price planning

Understand setting prices.

OBJECTIVE: Setting Prices (M/E Chapter 26: Section 26.2)

- Understand the various pricing techniques
- Understand the steps in setting prices

Understand pricing math/calculating prices.

OBJECTIVE: Calculating prices (M/E Chapter 27: Section 27.1)

- Understand how a firm's net profit or loss is related to pricing
- Understand how to calculate dollar and percentage markup based on cost or retail
- Understand how to calculate markdown in dollars and how to determine sale price and maintained markup

OBJECTIVE: Understand calculating discounts. (M/E Chapter 27: Section 27.2)

- Understand the general procedure for figuring discounts
- Determine how to calculate various kinds of discounts

Students will understand the concept of distribution and how it relates to marketing.

OBJECTIVE: 7-1A - 01 Understand distribution. (M/E Ch.21: Section 21.1)

- Explain the nature of channels of distribution.
- Explain the nature of channel members relationships.

Understand physical distribution.

OBJECTIVE: Understand transportation systems and services. (M/E Ch.22: Section 22.1)

- Explain the nature and scope of distribution.
- Explain the shipping process.

Understand purchasing.

OBJECTIVE: Understand the role of the buyer (M/E Ch.23: Section 23.1)

- Explain the nature and scope of purchasing.
- Understand how to plan purchases.

Students will understand the concept of promotion and how it relates to marketing.

OBJECTIVE: Understand the promotional mix. (M/E Ch. 17: Section 17.1)

- Explain the role of promotion as a marketing function.
- Identify the elements of the promotional mix.

OBJECTIVE: Identify types of sales promotion. (M/E Ch. 17: Section 17.2)

- Develop sales promotion plans.
- Analyze the use of specialty promotion

OBJECTIVE: Explain the nature and scope of public relations. (M/E Ch. 17: Section 17.1)

- Develop public relations plan.
- Analyze costs/benefits of company participation in community activities.

Understand advertising.

OBJECTIVE: Identify advertising media. (M/E Ch 19: Section 19.1)

- Explain the types of advertising media.
- Evaluate the effectiveness of advertising.

Understand the preparation of print advertisements.

OBJECTIVE: Describe the essential elements of advertising. (M/E Ch. 20: Section 20.1)

- Explain the use of advertising agencies.
- Explain the components of advertisements.