

## BUS 320 Marketing

**Purpose:** The purpose of this course is to examine the principles of marketing, including marketing philosophies, research, marketing channels, consumer behavior theory and pricing strategy.

**Course Format:** Marketing consists of three course modules that are divided into Areas of Study. Each Area of Study has several lessons each of which includes a short video presentation (based on the reading material) and a very short quiz to help you measure your learning.



If you are taking the course as independent study it is completely self-paced but must be completed within 90 days. You can watch the video lessons and do the reading on your schedule whenever and wherever you want. All of the reading material you will need is included.

At the end of each Area of Study, you must complete a chapter test to see if you're ready to move on or have some material to review. Once you've completed the entire course, you will be required to take a final proctored exam.

**Learning Objectives:** Upon completion of the three sections of this course, students should be able to:

1. Diagram and analyze the 4 Ps of marketing: product, place, price, and promotion
2. Explain and evaluate marketing philosophies, including market and sales orientation
3. Illustrate how marketers establish and analyze competitive advantage
4. Analyze global marketing and diagram concerns about marketing in foreign markets
5. Model consumer behavior theory and the decision-making process
6. Differentiate between business and consumer marketing
7. Diagram product life cycles and the process for creating new products
8. Demonstrate comprehension of and differentiate between services and goods
9. Differentiate between promotion, advertising, and public relations
10. Distinguish between relationship selling and traditional methods

**Course Content:** As part of a cooperative arrangement this course uses material that was originally developed by Study.com. The original material has been enhanced to meet the educational standards of the college.

### **BUS 320.1 Marketing Philosophies and Environment**

First Area of Study: Marketing Philosophies and Ethics

Second Area of Study: Competitive Advantage

Third Area of Study: The Marketing Environment

Fourth Area of Study: International Marketplace

### **BUS 320.2 Research, Segmentation and Consumers**

First Area of Study: Consumer Decision Making

Second Area of Study: Business Marketing and Marketing Research  
Third Area of Study: Segmentation and Product Marketing

**BUS 320.3 Retailing, Public Relations and Pricing Strategies**

First Area of Study: Managing a Product and Retailing

Second Area of Study: Services Marketing, Marketing Channels & Supply Chain  
Management

Third Area of Study: Promotion, Advertising and Public Relations

Fourth Area of Study: Selling and Pricing Strategy