

## OBU006 – PRINCIPLES OF MARKETING

<b>Credit Hours:</b> 3 Semester Hours
<b>Pre-Requisite/Co-Requisite:</b> Microeconomics (OSS004)
<b>Related TAG:</b> Business
<b>General Course Description:</b> Marketing activities, analysis, strategies, and decision making in the context of other business functions. Topics include: integration of product, price, promotion, and distribution activities; research and analysis of markets, environments, competition, and customers; market segmentation and selection of target markets; and emphasis on behavior and perspectives of consumers and organizational customers. Planning and decision making for products and services in profit and nonprofit, domestic and global settings.
<b>All Student Learning Outcomes and Body of Knowledge marked with an asterisk (*) must be met.</b>
Students who successfully complete a Principles of Marketing course are expected to demonstrate all of the following:
<ol style="list-style-type: none"><li>1. <b>Working knowledge and application of marketing terminology, concepts, activities, and strategies*;</b></li><li>2. <b>Understanding of marketing functions within the organization and external environments and marketing's contributions to organizational attainment of goals and objectives*;</b></li><li>3. <b>Quantitative and qualitative analytical awareness through application of marketing concepts, theories and tools to setting strategies and solving marketing problems*;</b> and</li><li>4. <b>Recognition of the importance of creative and critical thinking and written and oral communication in the marketing profession.*</b></li></ol>
<b>Body of Knowledge</b>  The Principles of Marketing course must cover the following thirteen main topics marked with an asterisk (*); at least seventy percent of the sub-topics under each main topic must be covered:
<ol style="list-style-type: none"><li>1. <b>Customer-driven marketing concept and activities*</b></li></ol>
<ol style="list-style-type: none"><li>2. <b>Concepts of strategic planning*</b></li></ol>

<p><b>3. Analysis of external environments*</b></p> <ul style="list-style-type: none"> <li>• Competitive</li> <li>• Economic</li> <li>• Political/Legal</li> <li>• Social/Cultural</li> <li>• Technological</li> </ul>
<p><b>4. Marketing in domestic and global settings*</b></p>
<p><b>5. Ethical reasoning and social responsibility*</b></p> <ul style="list-style-type: none"> <li>• Ethical decision making</li> <li>• Sustainability</li> <li>• Social responsibility</li> </ul>
<p><b>6. Segmentation analysis, selection of target markets, and positioning*</b></p>
<p><b>7. Marketing research*</b></p> <ul style="list-style-type: none"> <li>• Research of markets, competition, and customers</li> <li>• Information systems and decision support</li> </ul>
<p><b>8. Consumer and organizational buying behavior*</b></p> <ul style="list-style-type: none"> <li>• Differences between consumer and organizational markets</li> <li>• Factors affecting consumer behavior</li> <li>• Consumer decision process</li> <li>• Organizational decision process</li> <li>• Customer relationship management</li> </ul>
<p><b>9. Management of product offerings*</b></p> <ul style="list-style-type: none"> <li>• Characteristics of products</li> <li>• Product development and management</li> <li>• Branding</li> <li>• Packaging</li> <li>• Value chain</li> </ul>
<p><b>10. Management of services*</b></p> <ul style="list-style-type: none"> <li>• Market strategies for services</li> <li>• Characteristics of service</li> <li>• Non-profit services</li> <li>• Service quality</li> </ul>
<p><b>11. Management of distribution and marketing channels*</b></p> <ul style="list-style-type: none"> <li>• Roles of wholesalers and distributors</li> <li>• Retailing</li> <li>• Supply chain and logistics management</li> <li>• Electronic channels</li> </ul>

**12. Management of integrated marketing communications\***

- Advertising
- Sales promotion
- Direct marketing
- Digital marketing
- Personal selling and sales management

**13. Management of pricing decisions\***

- Competitive and economic factors
- Psychological factors
- Cost and profit perspectives
- Pricing strategies

**BUSINESS TAG: PRINCIPLES OF MARKETING TAG COURSE  
FACULTY PARTICIPANTS  
October-December 2016**

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