I. **Catalog Description:** This course is a study of business activities involved in the distribution of goods and services from the producer to the consumer. Emphasis is on the problems of policy determination by manufacturing and Tribal enterprises, and the nature of marketing institutions as they effect the formulation and implementation of such policy.

II. **Prerequisites, pre-/co-requisites, co-requisites, recommended:** There are no prerequisites for this course. It is recommended that students be required to take BUS 110 Introduction to Business as a prerequisite because the material presented is fairly advanced.

III. **Rationale for Course Level:** This is a 200 level class and this level is appropriate for the material being covered. This class is necessary because it provides students with marketing strategies and techniques for all levels of management. The chapters are long and cover a broad range of advanced material.

IV. **Suggested Textbooks:**


V. **Student Learning Course Objectives:**

**Institutional Learning Goals**

The course will satisfy the following:

1. Apply aspects of Anishinaabe culture and traditional values.
2. Demonstrate competency in reading, writing, oral communication, and numerical literacy
3. Be able to evaluate information
4. Consider multiple perspectives from the diversity of human experience

**Business Program Goals**

This course will satisfy the following:

1. Students will apply critical thinking skills within a business environment. Level: Developmental/Applied
2. Students will solve ethical and legal dilemmas facing management using socially responsible business practices. Level: Developmental/ Applied
3. Students will recognize the emotional implications of business decisions affecting internal and external stakeholders. Level: Developmental
4. Students will communicate effectively in a diverse and global business environment. Level: Developmental/ Applied
5. Students will apply the dynamics of teamwork in the business setting. Level: Developmental/ Applied

**Course Goals (2015)**

1. Students will apply basic principles of marketing in an organizational context.
2. Students will analyze different promotions and sales techniques.
3. Students will apply the marketing mix to a product or service.
4. Students will describe components of a marketing plan.
5. Students will describe the impact of relationship marketing to the lifetime value of a customer.

**VI. Suggested Course Outline:**

**Week 1**

Introduction

Chapter 1 – (marketing: The Art and Science of Satisfying Customers)

**Week 2**

Chapter 2 – (Strategic Planning in Contemporary Marketing)

Chapter 3 – (Ethics, and Social Responsibility)

Marketing Ethics Project – (Business Goal #2)

**Week 3**

Chapter 4 – (E-Business: Managing the Customer Experience)

Exam #1 – Chapters 1-4

**Week 4**

Chapter 5 – (Consumer Behavior) / Chapter 5 Quiz

Chapter 6 – (B2B Marketing) / Chapter 6 Quiz

Marketing Application Project (Corse Goal #1)

**Week 5**

Chapter 7 – (Global Marketing) / Chapter 7 Quiz

Exam #2 – Chapters 5-7

**Week 6**

Chapter 8 – (Marketing Research and Sales Forecasting)

Chapter 9 – (Market Segmentation, Targeting, and Positioning)

Analyze different promotions & sales techniques Project (Corse goal #2)

**Week 7**

Chapter 10 – (Relationship Marketing and Customer Relationship Management) / Chapter 10 Quiz
Impact of relationship marketing to the lifetime value of a customer
Project (Course goal #4)

**Week 8**
Exam #3 – Chapters 8-10

Chapter 11 – (Product and Service Strategies) / Chapter 11 Quiz

**Week 9**

Chapter 12 – (Developing and Managing Brand and Product Categories)

Chapter 13 – (Marketing Channels and Supply Chain Management)

Marketing mix to a product or service Project (Course goal #3)

**Week 10**

Chapter 14 – (Retailers, Wholesalers, and Direct Marketers)

Exam #4 – Chapters 11-14

**Week 11**

Chapter 15 – (Integrated Marketed Communications) / Chapter 15 Quiz

Chapter 16 – (Advertising and Public Relations) / Chapter 16 Quiz

**Week 12**

Chapter 17 – (Personal Selling and Sales Promotion) / Chapter 17 Quiz

**Week 13**

Chapter 18 – (Pricing Concepts) / Chapter 18 Quiz

**Week 14**

Chapter 19 – (Pricing Strategies) / Chapter 19 Quiz

**Week 15**

Open

**Week 16**

Final Exam

IX. Bibliography

This class is intended to blend the academic study of business and relate it to actual events occurring in our economy. It is important that the instructor stay up-to-date on current business issues and bring these examples into the course. It is suggested that the instructor read and follow current business events through watching and reading: CNN, ABC, CBS, NBC, Fox, The Wall Street Journal, Detroit Free Press, Detroit News, and any business channel that will provide relevant information about the state of our economy.

Syllabus Prepared By: