

**LINN BENTON COMMUNITY COLLEGE
CURRICULUM REVIEW: FEBRUARY 5, 2016**

Course Name

BA 223 “Principles of Marketing”

Percentage of Materials that are Open Educational Resource

Approximately 100% of course materials have been created by Linn Benton, are already in the public domain, or Linn Benton has utilized a Creative Commons license, so the material is considered OER.

Course Outcomes and Assessments Used

BA 223 has six learning outcomes:

1. Explain how marketing adds value to consumers, people, places, and ideas.
2. Describe the steps in the marketing plan.
3. Explain the steps and key elements of the marketing research process.
4. Explain the purchase decision-making process.
5. Describe each component of the marketing mix to include pricing, supply chain, and packaging and labeling.
6. Demonstrate how marketers communicate using the updated communication model that incorporates buzz marketing activities and new social media.

The course is divided into credit units. The first credit unit provides an introduction to the basic principles of marketing, and includes three modules, with each module assessing competency through testing that requires the student to successfully demonstrate knowledge.

The first module describes the role of marketing in business and society, including how marketing delivers value. The second module covers the consumer buying process and how buying decisions are made. The third module provides exposure to market segmentation. All modules assess the student’s knowledge of concepts through applied exercises where students must demonstrate knowledge and skills learned. Modules have “self-check” points, which are additional quizzes that contain questions tied to class materials. A final assessment at the end of the three modules comprehensively evaluates the student’s competency and understanding of all concepts through administration of a quiz.

The second credit unit contains three modules that focus on product and price. The first module defines what a product is and how marketers classify different products. The second module covers the product lifecycle and how products are developed. The third module covers pricing strategies. All modules assess the student’s knowledge of concepts through applied exercises where students must demonstrate knowledge and skills learned. Modules have “self-check” points, which are additional quizzes that contain questions tied to class materials. A final assessment at the end of the three modules comprehensively evaluates the student’s competency and understanding of all concepts through administration of a quiz.

The third credit unit contains three modules that cover the concepts of place and promotion with regard to marketing. The first module covers the idea of “place” in marketing with a focus on supply chains that get a product to market. The second module focuses on market promotion.

The third module covers new trends in marketing, including use of social media. All modules assess the student's knowledge of concepts through exercises that promote the application of relevant concepts. Modules have "self-check" points, which are quizzes that contain questions tied to class materials. A final assessment at the end of the three modules comprehensively evaluates the student's competency and understanding of all concepts through administration of a quiz.

The fourth credit unit contains three modules that cover the legal aspects of marketing and foundations for creating a marketing plan. The first module concerns the ethics of business. The second module provides an overview of legal issues such as intellectual property. The third module covers the basics of developing a marketing plan. All modules assess the student's knowledge of concepts through exercises that promote the application of relevant concepts. Modules have "self-check" points, which are quizzes that contain questions tied to class materials. A final assessment at the end of the three modules comprehensively evaluates the student's competency and understanding of all concepts through administration of a quiz.

All modules have assessments that require the student to demonstrate proficiency of the concepts taught in the modules. Proficiency is demonstrated through application of knowledge utilizing quizzes that include concepts taught in lessons and through exercises. A final assessment at the end of the modules comprehensively evaluates the student's competency and understanding of all concepts through administration of a final quiz.

Teaching Methods

BA 223 is taught online. Teaching methods include the use of readings, videos, visual aids that create opportunities for art interpretation, and practice exercises that students can conduct on their own time.

Industry Standards and the Course

The BA 223 course is not designed to embed particular industry standards; however, relevant business and marketing concepts and terms are integrated into the curriculum.