

BUAD 328: Marketing Foundations

Course Catalog Description:

The course develops an understanding of the marketing environment of business, and explores the interrelationships between product, price, promotion, the global marketplace and how they affect business decisions.

General Course Objectives:

- 1) To develop an understanding of the interrelationship between the uncontrollable variables (political, regulatory, economic, technological and sociocultural) that all businesses deal with, and how they impact ethical decision making.
- 2) To acquaint the student with the interrelationships between the four P's of marketing (product, price, place, and promotion) and how each affects business decision making.
- 3) To develop an awareness of the impact of technology on current marketing practices.
- 4) To introduce the student to the nature of global markets and international marketing.

Specific Course Objectives:

- 1) Explain the evolution and implementation of the Marketing Concept State.
- 2) Explain and be able to describe the Strategic Planning Process and its elements: SWOT Analysis, Creating a Marketing Plan, Developing Marketing Strategies.
- 3) Explain the concepts of social responsibility and ethics.
- 4) Be able to identify regional trade alliances and the WTO and their impact on international business.
- 5) Show the importance of E-Marketing to today's retailer and its implication for increasing global penetration.
- 6) Explain the concept of CRM (customer relationship management).
- 7) Be able to identify the steps in the marketing research process.
- 8) Be able to describe the impact of technology on Marketing Information gathering: Marketing Information Systems, Databases, Marketing Decision Support Systems, Online Information Services and the ethical treatment of sensitive information.
- 9) Describe market segmentation and the variables used to segment markets.
- 10) To list the stages of the Consumer Decision Process model and the factors that affect it: Individual Differences, Psychological, and Environmental Influences.
- 11) Explain product concepts, developing and managing products, branding, packaging and service marketing.
- 12) To identify the domestic and international relationship of marketing channels, supply chain managers, wholesaling, and physical distribution.

- 13) To explain the differences in integrated communications, advertising, public relations, personal selling and sales promotion.
- 14) To develop pricing concepts and explain how marketing managers set prices in a dynamic global environment.