



Course Syllabus Marketing: BUS 141

Faculty Name:	
Course Information:	MARKETING: BUS 141
Course Section, Term and Year:	
Course Meeting Times & Location:	

Contact:

Phone Number:	
Office Location:	
Email address:	
Enter days/time you are available to meet with students.	

Netiquette

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end interpret the words?

Communication:

Faculty Communication with Students:

Discuss how faculty will contact students.

Student Communication with Faculty:

Discuss how students will contact faculty when they have questions or concerns.

Course Description:

BUS 141 Marketing

3-0-3

Introduction to the basic principles and terminology that are used in the marketing field. Focus will be on gaining familiarity with the variety of environmental factors that influence marketing decisions and understanding the importance of a customer-oriented philosophy of doing business. Topics covered include determining marketing opportunities, environmental analysis, consumer buying behavior, and product planning, promotion, distribution, and pricing. The importance of market research is also discussed.

Course Learning Outcomes:

Upon completion of this course students will be able:

1. Define Marketing and discuss how it relates to everyone
2. Identify the various goods and services and determine which type of marketing is most appropriate
3. Describe the various types of target markets and differentiate consumer behavior in the various target markets
4. Demonstrate how to research, plan and execute a marketing plan
5. Define the difference between business-to-business marketing and business to consumer marketing
6. Make sound ethical decision as they relate to marketing
7. Use to internet to evaluate e-commerce, internet marketing and online research

General Education Learning Outcomes:

N/A

Program Learning Outcomes

Students will be able to:

1. Students will be able to apply effective oral and written communications, quantitative reasoning, and technology competencies to real-world business scenarios.
2. Students will be able to demonstrate critical thinking, teamwork, collaboration, problem-solving, and decision-making skills that optimize business outcomes.
3. Students will be able to identify how diversity and ethics impact the evolving global business environment.
4. Students will be able to demonstrate core competencies in Accounting, Marketing, Economics, Management, Business Law, Information Systems, and Business Applications.
(A.A.S./A.S. Business Administration)

Course Resources:

Textbook:	Enter title, edition, author, ISBN for required text.
Materials:	Enter all additional required materials and tools needed to complete course here.
Access:	List access codes needed for websites or other software. .

Course Policies:

Click here to describe how students will participate in your class. Include policies regarding missed exams, makeup exams, extra credit assignments, late assignments, missed assignments, etc.

Course Delivery:

Course Content:

Lecture Format:

Student Expectations specific to this course:

Course Outline and Schedule

Grading Method:

Click here to enter a clear explanation of how students will be evaluated, including a description of course assessments and a statement of the assessment process and measurements. Include weight/percentages for quizzes, exams, papers, projects, homework, attendance, participation, etc.

Grading Scale:

Letter	Grade Range
A	Enter range for A.
A-	Enter range for A-.
B+	Enter range for B+
B	Enter range for B.
B-	Enter range for B-
C+	Enter range for C+.
C	Enter range for C.
D	Enter range for D.
F	Enter range for F.

Earn an FMCC Micro-credential Badge:

Check this link to see if this course meets a requirement for an FM Micro-credential Badge:
<https://www.credly.com/organizations/fulton-montgomery-community-college/badges>