

BUS102 | Introduction to Marketing

Course Text

All course readings can be found within the course and are adapted from:

Hunt, C. Shane, et al. *Marketing*. 4th ed., McGraw Hill, 2024. ISBN: 9781265271084

Course Description

This course provides an introduction to the field of marketing, emphasizing the role of marketing in the modern business environment. Drawing from the McGraw Hill textbook *Marketing: Because Everyone is a Marketer*, students will explore core marketing principles, consumer behavior, branding, digital marketing, and strategic decision-making. The course uses real-world examples, case studies, and marketing simulations to help students think like marketers and apply theoretical concepts in practical contexts.

Learning Outcomes

After completing this course, students will be able to:

1. Define marketing and explain its role in creating value for customers and society
2. Understand the importance of marketing in various career paths and personal branding.
3. Discuss the importance of strategic planning in marketing
4. Understand the product life cycle and its implications for marketing strategy
5. Identify criteria for effective segmentation and methods for targeting specific market segments
6. Analyze the effectiveness of various promotional tools in reaching target audiences.
7. Understand different pricing strategies and their applications
8. Analyze the benefits and challenges of digital marketing strategies.
9. Explain the concept of CRM and its role in building customer loyalty
10. Understand the principles of sustainable marketing practices

Course Prerequisites

There are no prerequisites for this course.

Academic Integrity Statement

Academic integrity is the pursuit of scholarly activity in an honest, truthful and responsible manner. Violations of academic integrity include, but are not limited to, plagiarism, cheating, fabrication and academic misconduct. Failure to comply with the Academic Integrity Policy can result in a failure and/or zero on the attempted assignment/examination, a removal from the course, disqualification to enroll in future courses, and/or revocation of an academic transcript.

Course Completion Policy

In order for a course to be considered complete, **all required coursework must be attempted, submitted, and graded**. Required coursework consists of graded assignments. Any Academic Integrity Policy violations may prevent a course from being considered complete.

Assessment Types

StraighterLine courses may include any combination of the assessment types described below. Review the descriptions to learn about each type, then review the Course Evaluation Criteria to understand how your learning will be measured in this course.

Benchmarks

Benchmarks test your mastery of course concepts. You have 3 attempts, and your highest score counts. **Note:** Cumulative Benchmarks (final exams) only allow 1 attempt.

Capstones

Capstones are project-based assessments that help you apply concepts to real-world scenarios. You have 2 attempts, and your highest score counts.

Checkpoints

Checkpoints are quick knowledge checks on important course concepts. All are open-book, and most have 1-3 attempts.

Course Evaluation Criteria

Your score provides a percentage score and letter grade for each course. A passing percentage is 70% or higher.

There are a total of 1000 points in the course:

| Assessment | Points | Learning Outcomes |
|--|--------|-------------------|
| Checkpoint 1: Why Marketing Matters to You | 5 | 1 |
| Checkpoint 2: Strategic Planning | 5 | 3 |
| Checkpoint 3: Product Development | 5 | 4 |
| Benchmark 1: Checkpoints 1-3 | 100 | 1, 3, 4 |

| Assessment | Points | Learning Outcomes |
|---|-------------|-------------------|
| Checkpoint 4: Segmentation, Targeting, and Positioning (STP) | 5 | 5 |
| Checkpoint 5: Promotional Strategies | 5 | 6 |
| Checkpoint 6: Personal Selling | 5 | 2 |
| Benchmark 2: Checkpoints 4-6 | 100 | 2, 5, 6 |
| Capstone 1: From Concept to Checkout | 160 | 1-6 |
| Checkpoint 7: Pricing | 5 | 7 |
| Checkpoint 8: Retailing | 5 | 2 |
| Checkpoint 9: Digital and Social Media Marketing | 5 | 7 |
| Benchmark 3: Checkpoints 7-9 | 100 | 8 |
| Checkpoint 10: Branding | 5 | 2, 7, 8 |
| Checkpoint 11: Customer Relationship Management (CRM) | 5 | 2 |
| Checkpoint 12: Social Responsibility and Sustainability | 5 | 9 |
| Benchmark 4: Checkpoints 10-12 | 100 | 10 |
| Capstone 2: Designing Social Media Campaigns for Modern Success | 180 | 1-10 |
| Total | 1000 | |

Course Roadmap

This roadmap provides an overview of the checkpoints and lessons covered in this course.

Checkpoint 1: Why Marketing Matters to You

- The Value of Marketing
- History of Marketing
- Needs versus Wants
- The Marketing Mix: The Four Ps
- Trends Affecting Marketing

Checkpoint 2: Strategic Planning

- The Importance of Strategic Planning
- Mission Statement
- The Marketing Plan
- Tools and Techniques for the Situation Analysis
- Basic Tools and Techniques of Marketing Strategy
- Marketing Strategy in a Global Context

- Marketing Analytics

Checkpoint 3: Product Development

- What is a New Product?
- The Stages of New-Product Development
- Risks in New-Product Development
- Product Adoption
- The Product Life Cycle

Checkpoint 4: Segmentation, Targeting, and Positioning (STP)

- Market Segmentation
- Segmentation Bases
- International Market Segmentation
- Selecting Target Markets
- Target Marketing Strategies
- Ethical Issues in Target Marketing
- Market Positioning

Checkpoint 5: Promotional Strategies

- Promotion Mix
- Advertising
- Sales Promotion
- Personal Selling
- Public Relations
- Promotional Metrics
- Promotion-Mix Budgeting Strategies

Checkpoint 6: Personal Selling

- Importance of Personal Selling
- Types of Sales Positions
- The Personal Selling Process
- Foundations of Sales Success
- Sales Technology and Social Selling
- Ethical Issues in Personal Selling and Sales Management

Checkpoint 7: Pricing

- The Importance of Pricing
- The Price-Setting Process
- Pricing Tactics
- Technology and Pricing
- Global Pricing
- Legal and Ethical Issues in Pricing

Checkpoint 8: Retailing

- What is Retailing?
- Identify Retail Store Formats
- Online Retailing and Other Nonstore Retail Formats

- Retail Marketing Strategy
- Twenty-First Century Retailing

Checkpoint 9: Digital and Social Media Marketing

- The Digital Marketing Revolution
- Search Marketing
- Social Media Marketing
- Content Marketing
- Digital and Social Media Marketing Metrics
- Ethical Issues in Digital and Social Media Marketing

Checkpoint 10: Branding

- Branding
- Brand Equity
- Brand Strategies
- Packaging
- The Role of Social Media in Branding
- Global Branding
- Branding for Nonprofit Organizations

Checkpoint 11: Customer Relationship Management (CRM)

- What is Customer Service?
- Gaining and Keeping Loyal Customers
- Improving Customer Relationships
- Customer Relationship Management
- Security and Ethical Issues in Customer Relationship Management
- Determining the Effectiveness of Customer Relationship Management

Checkpoint 12: Social Responsibility and Sustainability

- Corporate Social Responsibility
- Sustainable Marketing
- Environmental Marketing
- Global Environmentalism and Sustainability
- The Impact of Social Media on Corporate Social Responsibility

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