

# North Central **Michigan College**

NCMC CURRICULUM/COURSE OUTLINE FOR YEARS: \_2001-2003\_

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DIVISION/AREA: Business and Technology

DEPARTMENT: Business

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AREA DEAN: Timothy Dykstra, Ph.D.

ORIGINATOR: Chet Jessick

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TOTAL HOURS OF INSTRUCTION:      Lecture: 3    Lab:      Total Contact Hours:

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COURSE NUMBER: M 200

CREDIT HOURS: 3

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COURSE TITLE: INTRODUCTION TO MARKETING

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PREREQUISITE(S)/COREQUISITE(S)/ADVISORY: None.

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CATALOG DESCRIPTION: A course to familiarize you with the four weapons (the marketing mix) in the marketer's arsenal: Product, Price, Promotion, and Place (Channels of Distribution), and help you learn how the product gets from the manufacturer to the ultimate consumer. The importance of strategic and tactical planning are covered in relation to the competitive, economic, social/cultural, political/legal, technological, and ecological environments in our global economy. The principle elements of this course are critical to the proper allocation of a firm's limited resources and survival.

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#### GENERAL EDUCATION OUTCOMES OR OCCUPATIONAL PROGRAM OUTCOMES

Refer to College catalog or specific occupational program outcomes and describe how this course meets those outcomes.

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COURSE OBJECTIVES & OUTCOMES: To successfully complete M 200 you must be able to demonstrate your ability to:

- explain the free enterprise system and consumer buying behavior.
- explain the strategic and tactical functions of marketing.
- describe the concepts of Product, Price, Promotion, and Place (Channels of Distribution), called the Four P's.
- explain the relationships and necessary synergy between Product, Price, Promotion, and Place.
- describe the nature and scope of the social, cultural, competitive, economic, technological, political, legal, and ecological environments in a local and global market.
- describe the marketing research process and its importance to the firm.
- understand the importance of deadlines and meet them.

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METHODS OF INSTRUCTION: Discussion/Lecture

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**COURSE TITLE AND NUMBER: INTRODUCTION TO MARKETING M 200**

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**METHODS OF EVALUATION:**

Quizzes	30%
Exams (Take Home)	30%
Case Studies and Assignments	15%
Class Participation	10%
Project – Details on the web	15%

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**REQUIRED TEXTS: (Representative List)** Contemporary Marketing, Boone and Kurtz, Tenth Edition, Dryden Press, 2001.

**Optional supplementary Materials:** The Wallstreet Journal – required reading.  
Any newspaper, magazine, or trade journal article, etc., YOU find that relates to this class.

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Reasonable accommodations may be provided for students with documented physical, sensory, cognitive, systemic, and/or psychiatric disabilities. Please contact the Education Opportunity Program (EOP) at (231) 348-6687 to arrange services for this course.

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**TIME ALLOWANCE AND SEQUENCE OF INSTRUCTION:**

Week 1	Introduction
	Chapter 1: <i>Video Case: Neiman Marcus</i>
Week 2	Chapter 2: <i>Video Case: The Timberland Company</i>
	Chapter 3: <i>Video Case: ESPN</i>
Week 3	Chapter 4: <i>Video Case: Tower Records</i>
Week 4	Chapter 5: <i>Video: Dr. Martha Rogers</i>
Week 5	Chapter 6: <i>Video Case: Furniture.com</i>
	Chapter 7: <i>Video Case: Fisher Price</i>
Week 6	Chapter 8: <i>Video Case: Fresh Samantha</i>
Week 7	Chapter 9: <i>Video Case: Goya Foods</i>
Week 8	Chapter 10: <i>Video Case: UPS</i>
	Chapter 11
Week 9	Chapter 11: <i>Video Case: Pfizer</i>
	Chapter 12: <i>Video Case: Hasbro, Inc.</i>
Week 10	Chapter 13: <i>Video Case: Radio Shack</i>
	Chapter 14: <i>Video Case: Wine.com</i>
Week 11	Chapter 14
Week 12	Chapter 15: <i>Video Case: Polaroid</i>
	Chapters 15 and 16: <i>Video Case: Pizza Hut</i>
Week 13	Chapter 16: <i>Video Case: Pizza Hut</i>
Week 14	Chapter 17: <i>Video Case: Concept2</i>
Week 15	Chapter 18: <i>Video Case: Cybex International</i>
	Chapter 19: <i>Video Case: Selling the Free-Standing Insert</i>
Week 16	Final Exam due.