



Mobility through Education™

HSE & Brigham Young University

MARKETING



1. COURSE OVERVIEW

Marketing improves our standard of living. It is constantly changing because it involves so many areas: buying, selling, advertising, as well as others. Marketing is also exciting and fun. Marketing impacts almost everyone on a daily basis. Many people are involved in marketing careers, including wholesalers, retailers, transportation workers, advertisers, financiers, service providers, and many others.

Because of marketing, we have a wide assortment of products and services—marketing helps keep prices down and quality up. Understanding marketing will make you a better consumer. Because marketing is an important part of our lives, this course will help you in ways you probably never imagined. You will learn how businesses operate. You will learn about promotion and financing. You will see how products get from the producers to the users. You will learn about advertising, buying, selling, target markets, and pricing. You will learn what business is all about.

2. COURSE OUTLINE

- Unit 1: An Overview of Marketing
- Unit 2: Marketing Functions and Activities
- Unit 3: Levels of Distribution
- Unit 4: Transportation and Storage
- Unit 5: Promoting Goods and Services
- Unit 6: Target Markets and Market Segmentation
- Unit 7: Pricing Objectives and Strategies

3. COURSE LEARNING OUTCOMES

Once students have completed this class they should be able to do the following:

- Describe the marketing process and how it impacts our lives.
- Identify the basic marketing principles and the four P's of the marketing mix.
- Explain the roles of channel members in the various marketing channels.
- Describe the advantages and disadvantages of the various forms of transportation.
- Explain market segmentation and target markets.
- Identify the major forms of promotion, and identify which form is best for reaching potential customers.
- Explain pricing strategies and how products are priced.

4. LESSONS & ASSIGNMENTS

This course includes a variety of assessments--most can be completed anytime and are graded automatically: self-checks, unit quizzes, and the final exam. Art project assignments are graded by the instructor. All of these assessments are based on and align to the specific learning objectives for this course.

This course consists of 7 units, 7 quizzes, and 1 final exam:

- Self-checks. Self-checks are formative assessments that are automatically graded. They typically consist of multiple choice or short answer items, but may include other item types. Students can retake them as many times as they want, but their score on self-checks does not count toward their final grade. Typically every lesson is followed by a self-check, so each unit has several self-checks.
- Unit Quizzes. There is one unit quiz that generally comes at the end of each unit. They are computer-graded and do count toward the final grade. By default they can be taken only once, though items are randomized so there is little harm in allowing students to retake a unit quiz.
- Portfolio Assignments. This course includes several project assignments. Students can complete and submit assignments according to the instructions given in the assignment in the course.
- Final Exam. The final exam is a comprehensive exam. There are about 70 multiple-choice questions covering the content found in units 1-7.

Students may retake the Final Exam once for a fee, if needed.

Students must pass with at least a 60% on the Final Exam and on the course average to earn credit for the course.

5. GRADES

Assignment and exam weights are the following:

Unit 1 Quiz	10%
Unit 2 Quiz	10%
Unit 3 Quiz	10%
Unit 4 Quiz	10%
Unit 5 Quiz	10%
Unit 6 Quiz	10%
Unit 7 Quiz	10%
Final Exam	30%

Grading Scale

Letter Grade	Percentage	Letter Grade	Percentage
A	100%–94%	C	76%–74%
A-	93%–90%	C-	73%–70%
B+	89%–87%	D+	69%–67%
B	86%–84%	D	66%–64%
B-	83%–80%	D-	63%–60%
C+	79%–77%	E (fail)	59 or below

6. COURSE MATERIALS

The course content is available:

- Online; and
- Print Course Guide provided by HSE.

7. COURSE ORGANIZATION – DETAILED

Unit 1: An Overview of Marketing

Everywhere you look, people are involved in some form of marketing—advertising, buying, selling, storing, or transporting. One out of every three people is employed in marketing. This lesson will give you an overview of marketing: the definition of marketing, the difference between goods and services, the five types of utility, a brief history of marketing, and the marketing concept. This lesson will give you a good foundation in marketing and basic marketing principles. Also, you will gain a better idea of the importance of marketing in our free-enterprise economy.

Sections

- Introduction
- Lesson 1.1 Goods and Services
- Lesson 1.2 Five Types of Utility
- Lesson 1.3 Marketing
- Lesson 1.4 Summary
- Unit 1 Quiz

Learning Outcomes

1. Differentiate between durable goods, nondurable goods, and services.
2. Identify which of the five types of utility is being provided in various situations.
3. Describe how marketing and the marketing concept have evolved over time and the impact these have had on consumers.



Unit 2: Marketing Functions and Activities

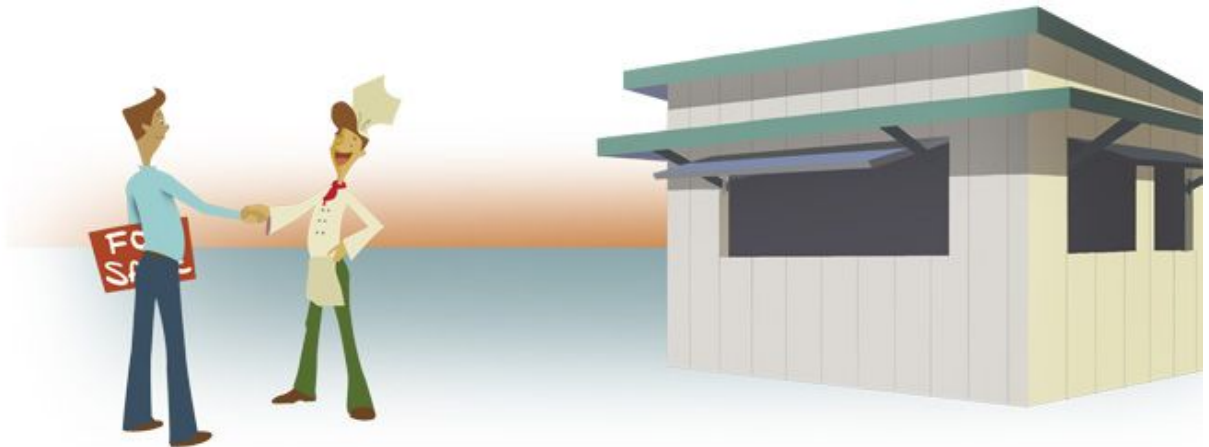
This lesson will build on the ideas covered in lesson 1. We will learn about the functions of marketing and how successful businesses are able to meet the needs of their customers while still making a profit. We will discuss how businesses accomplish these goals by applying the four P's of the marketing mix. We will also see how marketing improves our quality of life and impacts our economy.

Sections

- Introduction
- Lesson 2.1 Seven Marketing Functions
- Lesson 2.2 The Four P's of Marketing
- Lesson 2.3 The Marketing Environment
- Lesson 2.4 Summary
- Unit 2 Quiz

Learning Outcomes

1. Explain the role of the seven marketing functions in marketing goods and services and how these functions add utility.
2. Identify the four P's of the marketing mix and describe how they work together to market goods and services.
3. Indicate how the marketing environment impacts consumers and businesses.



Unit 3: Levels of Distribution

This lesson is designed to describe the paths, or channels, that goods take as they move from the producer to the consumer. Some channels flow directly from the producer to the consumer. In our pizza example, Mama Mia's made the pizza and delivered it directly to you, the consumer. However, other channels of distribution are longer and involve several middlemen.

This lesson will focus only on the channels of distribution for consumer goods—no other channels of distribution will be discussed. After describing the various channels of distribution, we will discuss the different types of middlemen: retailers and wholesalers. Having the right channel of distribution is very important in getting goods from the producer to the consumer. The kind of goods and the demand for goods are two factors that help determine which channel of distribution is the best.

Sections

- Introduction
- Lesson 3.1 Channels of Distribution
- Lesson 3.2 Retailers
- Lesson 3.3 Wholesalers
- Lesson 3.4 Summary
- Unit 3 Quiz

Learning Outcomes

1. Identify the various channels of distribution for consumer goods and describe how these channels improve the flow of goods from the producer to the consumer.
2. Categorize the different kinds of retailers.
3. Describe the different types of wholesalers and explain what functions they perform.



Unit 4: Transportation and Storage

Closely related to the channel of distribution are two other marketing functions—transporting and storing. These two functions are referred to as physical distribution. This lesson discusses physical distribution and some of the support functions associated with it. In our Mama Mia's Pizza example, we talked briefly about the transporting function. The delivery person jumped in a vehicle and raced the fresh, hot pizza to your door—this is transportation. The storage function was also briefly described in the Mama Mia's example. Mama Mia's had to store the ingredients to make the delicious pizza. Transporting and storing add time and place utility to the goods we buy.

One of the challenges that every marketer faces in moving goods from producer to consumer is getting the right products to the right customer at the right time at the right price. You were probably not the only person to order a pizza from Mama Mia's, but Mama Mia's delivered the right pizza to your doorstep, for less than eleven dollars, and in fewer than thirty minutes. Obviously, Mama Mia's Pizza understands physical distribution.

Sections

- Introduction
- Lesson 4.1 Modes of Transportation
- Lesson 4.2 Storage Facilities
- Lesson 4.3 Support Functions
- Lesson 4.4 Summary
- Unit 4 Quiz

Learning Outcomes

1. Describe the five basic modes of transportation and explain the main advantages and disadvantages of each.
2. Identify the four basic types of storage facilities.
3. Explain the support functions associated with physical distribution.



Unit 5: Promoting Goods and Services

This lesson will focus on how goods and services are promoted, or in other words, how marketers tell consumers what goods and services are available. Promotion is one of the most exciting and critical aspects of marketing. In lesson 2, we learned that promotion is one of the four Ps of the marketing mix; having the right product, at the right place, for the right price, and with the proper promotion is the key to marketing success.

In this lesson, we will examine the five main types of promotion—personal selling, sales promotion, public relations, visual merchandising, and advertising. We will take a brief look at the first four forms of promotion and then take an in-depth look at advertising, which tends to be the most visible method of promotion. We will consider the advantages and disadvantages of the eight main methods of advertising: newspaper, magazine, radio, television, direct mail, yellow pages, Internet, and outdoor. Finally, we will learn how to develop a promotional mix. I think you will enjoy learning about promotion—the art of persuasion.

Sections

- Introduction
- Lesson 5.1 Promotion
- Lesson 5.2 Advertising Mediums
- Lesson 5.3 Promotional Mix
- Lesson 5.4 Summary
- Unit 5 Quiz

Learning Outcomes

1. Describe the elements of promotion.
2. Identify the strengths and weaknesses of various advertising media.
3. Explain how to develop a promotional mix.



Unit 6: Target Markets and Market Segmentation

When a company plans its promotional mix, it selects forms of promotion and determines which type of advertising to use. One of the keys in selecting an advertising medium is to identify the target market that needs to be reached. Radio, television, magazine, and direct mail are mediums that can be easily targeted to a specific group of people.

This lesson discusses how marketers identify target markets and how those markets are segmented. If a company is going to be successful in promoting its goods and services, it needs to direct its promotional efforts toward the people who will use those goods and services. For example, if a company is targeting teenage males from moderate-income families who want to buy car-care products, the company needs to be able to reach this target market. If a company wants to use advertising to reach this group, it needs to know which magazines these potential customers read, which television programs they watch, what music they listen to, and where they live.

In this lesson we will consider target markets, market segmentation, purchasing power, and family life cycles. First, let's try to get a better understanding of target markets.

Sections

- Introduction
- Lesson 6.1 Target Market
- Lesson 6.2 Market Segmentation
- Lesson 6.3 Income
- Lesson 6.4 Summary
- Unit 6 Quiz

Learning Outcomes

1. Describe the characteristics of a target market.
2. Define market segmentation.
3. Describe the different types of income and explain the family life cycle.



Unit 7: Pricing Objectives and Strategies

In this lesson we will learn about the factors that affect price, such as supply and demand, and some of the strategies used to set prices for goods and services. We will also learn about some of the discount and allowance methods used in business. Price is probably the most flexible and regulated variable in the marketing mix. Price is the exchange value placed on the good or service being purchased. Almost anything of value—ideas, services, goods, and rights—can be assessed by a price, because in our society the financial price is the measurement of value commonly used in exchange. For example, a painting by Picasso may be valued or priced at one million dollars. The financial price represents the picture's value.

Price represents the value a company places on its goods and services. The prices that are charged help shape the company's image. Have you ever walked into a restaurant and asked to look at a menu before being seated? If the restaurant does not appear to be elegant but the price for the average dinner is very expensive, the restaurant may be trying to communicate to customers that the quality of the food is excellent. Prices also can communicate a bargain image. Let's take a look at some of the factors that determine what the price is going to be.

Sections

- Introduction
- Lesson 7.1 Pricing
- Lesson 7.2 Pricing Strategy
- Lesson 7.3 Discount and Allowance
- Lesson 7.4 Summary
- Unit 7 Quiz

Learning Outcomes

1. Describe the impact different factors have on pricing.
2. Identify which basic pricing strategy is being used in different situations.
3. Show how the different discount and allowance methods work.

