

**CMI COURSE CURRICULUM
COURSE ACTION**

Course Title: Principles of Marketing **Alpha Number:** MKT 241 **CIP No.** 52.1401

Type of Action:

- New Course (attach narrative justification for course creation)
- Substantive Revision (attach narrative justification for changes, including assessment and/or achievement data and feedback from the advisory committee if relevant)

Select all that apply:

- Change in number of credit hours
- Change in prerequisite
- Substantive change in course content
- Change to SLOs
- Other: Hybrid

- Non-substantive Revision


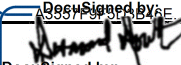
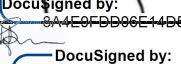
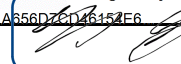
Select all that apply:

- Change in Alpha Number or Title (unless letter abbreviation has not previously been used)
- Edit to course description that does not alter the substance of the course
- Change to recommended texts
- Other: change of contact hours from 48 to 45 and rewording of SLO

Reinstitution of Archived Course (attach narrative justification for reinstitution, including evidence of demand, evidence of capacity, feedback from the advisory committee if relevant, and Commentary that speaks directly to the reasons the course was initially archived)

Reaffirmation of Course (only allowable if course completion rate exceeds ISS, the benchmark has been met for the majority of SLO assessments, and there is no evidence of inequitable levels of achievement across subpopulations; attach evidence)

Approvals:

	Name	Signature	Date
Department Chair	Meitaka Kendall-Lekka	 DocuSigned by: Meitaka Kendall-Lekka	9/20/2024
Curriculum Committee Chair	Desmond Doulatram	 DocuSigned by: Desmond Doulatram	9/19/2024
Dean	Vasemaca Savu	 DocuSigned by: Vasemaca Savu	9/30/2024
VPASA	Dr Elizabeth Switaj	 DocuSigned by: Elizabeth Switaj	10/1/2024

CMI COURSE OUTLINE

CIP No. 52.1401

Version No. 2

MKT 241
Alpha Number

Principles of Marketing
Course Title

Course Description: Covers business activities concerned with planning, pricing, promoting, and distributing goods and services. Provides an understanding of the role of marketing in the economy and the processes used to make business decisions.

Course originally prepared by: Business Studies Department April/2007

Most recent revision by: Meitaka Kendall-Lekka BSN Dept May 2024

Course mode(s): Face to Face (including Zoom) Hybrid Distance Education

Credits calculated by: Credit Hour Clock Hour

Contact Hours: 45

Type	No. of Hours	No. of Credits	Maximum No. of Hours Online
Lecture/Seminar/Workshop	45	3	22.5
Clinical			
Practicum			
Lab			
Fieldwork			
Studio Time			
Total	45	3	22.5

Purpose(s) of Course: Degree Requirement Business
 Degree Elective LA
 General Education _____
 Credit Certification Business
 Developmental _____
 CTE/TVET _____
 ABE/Adult HS _____

Distribution Area: Humanities _____
 Social Sciences _____
 Mathematics (Credit) _____
 Science _____

Prerequisite: C or better in BUS 101

Student Learning Outcomes: Upon completion of this course, students will be able to:

1. Explain the basic concepts of retailing, wholesaling, and physical distribution and how they apply to both private and nonprofit sectors.

2. Use marketing strategies and related decisions in pricing, buying, promoting, distributing and product management.
3. Identifying the importance of channels of distribution, market research and marketing application as it applies locally, regionally, and to the global economy.

SLO Mapping:

Prerequisite Course SLO	Linked SLO from this Course	Explanation
BUS 101 1. Identify and describe different economic, production and marketing systems	1. Explain the basic concepts of retailing, wholesaling, and physical distribution and how they apply to both private and nonprofit sectors. 2. Use marketing strategies and related decisions in pricing, buying, promoting, distributing and product management. 3. Identifying the importance of channels of distribution, market research and marketing application as it applies locally, regionally, and to the global economy.	Students need to have basic knowledge of Business fundamentals in order to better understand and apply Marketing concepts and strategies.
BUS 101 4. Analyze the role of management, accounting, government, and business environments	1. Explain the basic concepts of retailing, wholesaling, and physical distribution and how they apply to both private and nonprofit sectors. 2. Use marketing strategies and related decisions in pricing, buying, promoting, distributing and product management. 3. Identifying the importance of channels of distribution, market research and marketing application as it applies locally, regionally, and to the global economy.	Students need to learn and understand the various Business environments and areas in order to successfully apply various Marketing concepts and strategies.

Links to Program Learning Outcomes:

SLO	Linked PLO	I/P/M	Explanation of Link
1. Explain the basic concepts of retailing, wholesaling, and physical distribution and how they apply to both private and nonprofit sectors.	PLO1: Use basic business principles to analyze information, solve problems and make informed decisions. PLO2: Use language, communication, research, and	P	Students can link what they have learnt in the course by applying these Marketing concepts to successfully create, communicate, ideas and solutions relevant to local Business needs.

	<p>technological skills to support business concepts effectively.</p> <p>PLO3: Discuss the effects of culture and ethics in current global and domestic business environments.</p>		
<p>2. Use marketing strategies and related decisions in pricing, buying, promoting, distributing and product management.</p>	<p>PLO1: Use basic business principles to analyze information, solve problems and make informed decisions.</p> <p>PLO2: Use language, communication, research, and technological skills to support business concepts effectively.</p> <p>PLO3: Discuss the effects of culture and ethics in current global and domestic business environments.</p>	P	<p>Students can apply Marketing strategies and concepts learned to meet their personal or professional goals and be successful in promoting their ideas etc.</p>
<p>3. Identifying the importance of channels of distribution, market research and marketing application as it applies locally, regionally, and to the global economy.</p>	<p>PLO1: Use basic business principles to analyze information, solve problems and make informed decisions.</p> <p>PLO2: Use language, communication, research, and technological skills to support business concepts effectively.</p> <p>PLO3: Discuss the effects of culture and ethics in current global and domestic business environments.</p>	P	<p>Having the knowledge and understanding of these Marketing concepts will help enable students to make informed business decisions.</p>

Course Content:

Students in this course will understand:

1. The nature and challenge of business
2. Basic functions of business
3. Economic environment
4. Modern environment of business
5. Forms of ownership
6. Local and international business
7. Social responsibility and ethics
8. Innovation and entrepreneurship
9. Managing and organization structure

10. Managing production and service operations
11. Human resource management
12. Managing information and computer technology
13. Marketing functions and strategies
14. Accounting for financial control
15. Government regulations

Higher Order Thinking Skills: Students in this course will experience:

- Analyzing the basic elements of an idea, experience, or theory
- Making judgments about the value or soundness of information, arguments, or methods
- Applying theories or concepts to practical problems or in new situations

Recommended Methods of Instruction

- Demonstration
- Lecture
- Small group discussion
- Class discussion
- Audio-Visual Aids
- Laboratory
- Supervised Practice
- Field Trips
- Other: Student collaboration, feedbacks

Recommended Assessment Tool Type(s):

- Case Study
- Critique of Performance
- Exam/Quiz In-Course
- Exam/Quiz Standardized (attach narrative describing development and validation process)
- Focus Group
- Group Project
- Individual Project
- Observation
- Portfolio Review
- Presentation
- Simulation
- Skill Performance
- Supervisor Evaluation
- Survey
- Written Assignment

Required Forms of Regular and Substantive Interaction for Hybrid or Distance Education Courses (Select at Least Two):

- Direct instruction through:
 - Live video lectures
 - Live audio-only lectures
 - Live text chats
- Assessing or providing feedback on a student's coursework
- Providing information or responding to questions about the content of a course or competency through:
 - Live video discussions
 - Live audio-only discussions
 - Live text chats
 - Asynchronous message boards or text chats
- Facilitating a group discussion regarding the content of a course or competency through:
 - Live video discussions
 - Live audio-only discussions

- Live text chats
 Asynchronous message boards or text chats
 Other, specify: Use both asynchronous and synchronous assessments

Note: for distance education courses, if only two are selected, both must occur within the course on a weekly basis. If more than two are selected, the instructor may choose which two are used during each week.

Equipment and Materials: Recommended

1. Equipment/Facilities: Overhead projector, Zoom, Computer/Laptop with MS Excel, Internet, Moodle online learning platform, eBook device.
2. Materials and Supplies: Hand-held electronic calculator, Rulers, Storage Device, Supplemental articles from web and CMI Library resources, Local MIJ Newspaper
3. Textbook or eBook: Principles of Marketing by Lamb/Hair/McDaniel

College Mission:

The College of the Marshall Islands will provide our community with access to quality, higher and further educational services, prioritize student success through engagement in relevant Academic, Career and Technical Education, and be a center for the study of Marshallese Culture. It will also provide intellectual resources and facilitate research specific to the needs of the nation.

EC approved 4th Nov, 2020. BOR approved 1st December, 2020

Connection to College Mission:

Department of Business Studies educational goals are grounded in the mission and objectives of the college in two particular facets; aiming to serve (1) students' educational needs and (2) national needs. Being able to offer unique business program pathways and Business courses like this will enable our students to advance further in higher education and help prepare them to enter the workforce.

Department Mission:

The mission of the Business Studies Department is to serve students and the local business community by offering quality programs that provide the knowledge and skills essential for success in entrepreneurship, higher education, or employment.

Connection to Department Mission:

The course introduces the fundamentals of marketing and includes marketing projects that align with local business activities thus meeting the Department's mission. After all, the Business Studies Degree Program is designed to integrate both theoretical and real-life application components, and this course will help prepare students for both transfer and for the field work.

Rationale for Change:

Hybrid - Added this component to allow or have the option for students to join class online in case class cannot meet face to face due to unforeseen circumstances (ex. COVID, Natural disasters, health and transportation issues, etc.) as well as accommodate working students and those who with solid reason they're unable to physically come to class.