

Bossier Parish Community College
Master Syllabus

Course Prefix and Number: BADM 214

Credit Hours: 3-3-0

Course Title: Principles of Marketing

Course Prerequisites: None

Textbook: HUNT, ECOMM Connect for Marketing, 4th ed. ISBN: 9781265305994

Course Description: A basic course in marketing including the exchange process, marketing analysis, price determinants, and present-day marketing trends. Emphasis is given to the marketing concept and how firms adapt products and services to changes in consumer demand. Designed for both the student who will take only one course in marketing and the student who intends to major in marketing or related fields.

Learning Outcomes:

At the end of this course, the student will:

- A. demonstrate their ability to appropriately use the basic marketing terminology;
- B. demonstrate their ability to monitor all external environmental factors and analyze their potential effects on U.S. businesses; and
- C. demonstrate their ability to perform marketing analysis, price determinants, promotion, and marketing trends.

To achieve the learning outcomes, the student will

(The letter designations at the end of each statement refer to the learning outcome(s).)

1. identify the use of the marketing concept and be able to recognize its application to both customer service and the adaptation of a product to meet changing customer demands (B);
2. apply AMA code of ethics to marketing case studies (A, B, C);
3. analyze business to determine their strengths and weaknesses (B, C); and
4. demonstrate the ability to monitor the external marketing environment for potential threats and opportunities (B).

Course Requirements:

- To pass the course, student must achieve a course average of 70% or above.
- Students must have access to a computer (not mobile device), Microsoft Office, and the Internet to complete the assignments. Computer, software, and the Internet are available to students on campus during scheduled computer lab times and in the Learning Commons located in the BPCC Library.
- Students are required to use BPCC's LMS and are encouraged to use the BPCC Library to research topics and employment opportunities.

Course Grading Scale:

- A = 90 - 100
- B = 80 - 89
- C = 70 - 79
- D = 60 - 69

- F = 0 – 59

Attendance Policy:

Each student is expected to attend class regularly; excessive unexcused absences constitute grounds for suspension. Refer to the student handbook for [Attendance Policy](#).

Course Fees: This course is accompanied with an additional non-refundable fee for supplemental materials, laboratory supplies, software licenses, certification exams and/or clinical fees.

Nondiscrimination Statement: Bossier Parish Community College does not discriminate on the basis of race, color, national origin, gender, age, religion, qualified disability, marital status, veteran's status, or sexual orientation in admission to its programs, services, or activities, in access to them, in treatment of individuals, or in any aspect of its operations. Bossier Parish Community College does not discriminate in its hiring or employment practices.

Coordinator for SECTION 504 AND ADA

Angie Cao, Student and Disability Services Specialist

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Equity/Compliance Coordinator

Teri Bashara, Director of Human Resources

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