

Northwest Arkansas Community College
Business and Computer Information Systems Division

Discipline Code

BADM

Course Number

2633

Course Title

Professional Selling and Marketing

Catalog Description

(F, S) A study of the function and role of marketing in our free enterprise system. Study involves pricing theories, channels of distribution, promotional policies, marketing management, market research, product planning and consumer behavior. Designed to teach tools for professional selling and successful sales techniques for retail and non-retail customers. Students will develop an advertising program for products and services using the appropriate medium. Prerequisite: ENGL 1023 or appropriate placement score.

Prerequisites

ENGL 1023, or appropriate placement score.

Credit Hours

3 credit hours

Contact hours

45 Lecture/Lab Contact Hours

Load hours

3 load hours

Semesters Offered

Fall, Spring

ACTS Equivalent

None

Grade Mode

A-F

Learning Outcomes

Students completing this course will:

- Define marketing and how it is used.
- Identify the primary marketing activities of an organization.
- Determine market segments and target customers.
- Apply principles of ethics and social responsibility in marketing.
- Use marketing information and research to develop marketing strategies for organizations.
- Use pricing strategies to enhance marketing of products and services.
- Identify issues that organizations face and approaches used when marketing globally.
- Identify the key elements of a marketing plan.

General Education Outcomes Supported

Standard Practices

Topics list

- Marketing function
- Segmentation and targeting
- Consumer Behavior
- Positioning and branding
- The 4 Ps: product, price, promotion, and place
- Marketing globally
- Marketing Plan

Learning activities

May include some or all of the following: Tests, quizzes, projects, reports, papers, and/or Online homework and/or class participation. This course requires additional work that may need to be completed out of class or in a virtual or on-campus lab.

Assessments

Analysis and discussion of case studies, quizzes, and a reflection paper.

Grading guidelines

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = 59 & below