



South Central College

SBMT 1310 Marketing Systems

Course Outcome Summary

Course Information

Description In this class the business owner or manager will study the 5 P's of marketing and application to their business entity. They will also use these concepts to design a marketing strategy to create the desired business image.

Total Credits 2

Total Hours 8

Types of Instruction

Instruction Type

Credits/Hours

Individualized

Institutional Core Competencies

Civic Engagement and Social Responsibility - Students will be able to demonstrate the ability to engage in the social responsibilities expected of a community member.

Communication - Students will be able to demonstrate appropriate and effective interactions with others to achieve their personal, academic, and professional objectives.

Critical and Creative Thinking - Students will be able to demonstrate purposeful thinking with the goal of using a creative process for developing and building upon ideas and/or the goal of using a critical process for the analyzing and evaluating of ideas.

Cultural Competence - Students will be able to demonstrate an attitude of personal curiosity, a rising knowledge of cultures, and an evolving range of skills for living and working among others with other worldviews and ways of life.

Course Competencies

1. Write a Description of your Product/Services

Learning Objectives

Understand the Principles of Marketing

2. Write up your Pricing Position and policy in the market

Learning Objectives

List the Principles of Marketing Strategy and Income

3. Write up your Promotion Policies and procedures

Learning Objectives

Create a Marketing Mix for your Company
Create a Marketing Strategy for your Company
Create a Marketing Image for your Company

- 4. Calculate the cost of getting a new customer**
- 5. Write up your People (Customer Service) procedures for your Company**
- 6. Write up your company's strategy for selling (location, channel, distribution etc)**
- 7. Identify different business image options**
- 8. Identify different marketing strategies**
- 9. Analyze your present business Image**
- 10. Analyze your present marketing strategies**
- 11. Select the desired business image for your company**
- 12. Select the desired business market strategy for your company**

SCC Accessibility Statement

South Central College strives to make all learning experiences as accessible as possible. If you have a disability and need accommodations for access to this class, contact the Academic Support Center to request and discuss accommodations. North Mankato: Room B-132, (507) 389-7222; Faribault: Room A-116, (507) 332-7222.

Additional information and forms can be found at: www.southcentral.edu/disability

This material can be made available in alternative formats by contacting the Academic Support Center at 507-389-7222.