

Louisiana Delta Community College

Academic Affairs Master Syllabus

Course Name: Principles of Marketing

Course Number: BUSN 201

Lecture hours: 3 **Lab Hours:** 0 **Credit Hours:** 3

Textbook, Author, and Publisher: To be provided by College Campus

Instructor Information: To be provided by College Campus

Class Location: To be provided by College Campus

Course Description:

An introductory marketing course that looks at marketing as a process that seeks to influence voluntary exchange transactions between a customer and a marketer. It discusses academic theory, while having a balanced coverage of marketing concepts and practical examples. Therefore while academics are presented, it is also contemporary and practical.

Prerequisites: BUSN 101

Co-requisites: None

Learning Outcomes:

On completion of this course, the student will be able to:

1. Define marketing and discuss it in its broadened sense
2. Identify the elements of the marketing mix and explain the marketing concept
3. Differentiate between marketing strategy and marketing tactics
4. Discuss the nature of marketing ethics and socially responsible behavior
5. Demonstrate how all forms of technological advancement and the internet is having a significant impact on marketing and society
6. Explore the contribution of marketing to our country and economy system
7. Communicate to others the meaning of the 'exchange process' as it relates to marketing

Assessment Measures: To be provided by College Campus

Library Resource Center:

The Delta Library and Learning Resource Center is committed to providing quality information and learning resources and services, including technology, in supporting the overall mission of Delta Community College and its commitment to lifelong learning.

Special Accommodations:

Louisiana Delta Community College complies with Section 504 of the Rehabilitation Act, as well as the Americans with Disabilities Act. Students with disabilities who attend the Monroe campus may make a request by contacting the Director of Counseling and Disability Services (See College Directory for contact information.) at the beginning of each semester. Reasonable accommodations will be attempted for students with documented disabilities. If an impairment is identified later in the semester, a non-retroactive accommodation plan will be developed. Students at satellite campuses should contact the Coordinator of Student Affairs at their particular campus.

Title IX:

Louisiana Delta Community College is committed to protecting the rights of students, which includes compliance with Title IX requirements. As such, the institution and members of our community will not tolerate the offenses of dating violence, domestic violence, sexual assault, and stalking. Students with Title IX concerns should contact the College's Title IX Coordinator (See College Directory for contact information.) Students are required to complete Sexual Assault Awareness and Prevention Online Training. Access to this online course will be sent out through the Delta email account.

Student Code of Conduct:

Louisiana Delta Community College encourages an environment of academic integrity and mutual respect. Students should read and follow both academic and behavioral expectations identified in the Code of Student Conduct that can be found online at www.ladelta.edu. Students are expected to act with integrity, respect the rights of others, and conduct themselves in a professional manner. The Honor Code prohibits academic misconduct such as cheating, engaging in unauthorized collaboration, and plagiarism. Violations of the Code of Student Conduct may result in disciplinary action as provided in the Code. Incidents are reported through the online Student Conduct system.