



# BUS060: Introduction to Marketing I (Elective)

Students find out what it takes to market a product or service in today's fast-paced business environment. They learn the fundamentals of marketing using real-world business examples. They learn about buyer behavior, marketing research principles, demand analysis, distribution, financing, pricing, and product management.

**COURSE LENGTH:** One semester

**MATERIALS:** None

**PREREQUISITES:** None

---

## Course Outline

Students learn the computer requirements and other basic information for the course. They set up files and folders, install the course software, and learn to use zip utilities. They also learn to identify sources of trustworthy information, the definition of plagiarism, and how to properly cite information.

- Start the Course
- Set Up Your Computer
- Set Up a Browser and Install 7-Zip
- Find and Complete Coursework

## Section 1: Economics

Students learn the basics of economics and scarcity, and the differences between producers and consumers and goods and services. They learn the definitions of business and market, ways to evaluate an economy's strengths and weaknesses, and types of economic systems. They learn the main features of capitalism, the factors of production, and how the law of supply and demand works.

- Economic Basics
- Capitalism and Competition
- Supply and Demand

## Section 2: Costs and Profit

Students learn about unit of sale, the differences between revenue and profit, and the definitions of variable and fixed costs, gross and net profit, and efficiency and productivity. They learn about the division of labor, how the law of diminishing returns works, economies and diseconomies of scale, value, and economic utility.

- Business Costs
- Efficiency and Productivity
- Value and Utility

## Section 3: Business Types

Students learn about the main industries of business, types of goods and services, liability, and taxation. They learn types of business ownership, considerations in choosing a business structure, stages of a business, ways to organize a business, and the stages in the product life cycle.

- Industries

- Business Structures
- Business Organization

#### **Section 4: Money Management**

Students learn about the roles money plays in an economy, forms of currency, the role of the Federal Reserve System, earned and unearned income, financial goals, prioritizing, and budgeting. They learn about banking services and types of transactions, differences between checking and savings accounts, bank security issues, and the role of the FDIC. They learn the purpose of investing, how to calculate return on investment, the differences between equity and debt investments, and types of investment income.

- Money
- Banking
- Investing

#### **Section 5: Taxes and Credit**

Students learn about common federal, state, and local taxes; the purpose of payroll withholding; and how to file taxes. They learn about credit and debt, the purpose of credit history and credit scores, ways to establish credit, and types of credit a business might offer its customers.

- Taxes
- Establishing Credit
- Borrowing and Lending

#### **Section 6: Business Finance**

Students learn about types of funding and funders, common business costs, cash flow, and forecasting. They learn about accounting and bookkeeping, financial health factors, the purpose of GAAP, and common accounting methods and software. They learn about bookkeeping and recording, how to interpret common financial statements, types and causes of risk, and opportunity cost.

- Funding a Business
- Accounting
- Bookkeeping and Recording
- Risk Management

#### **Section 7: Business and Society**

Students learn about globalization; global trade and domestic trade; importing, exporting, free trade, and tariffs. They learn about exchange rate risk, common government agencies that affect business, organized labor, and business law. They learn about types of intellectual property, business ethics, social responsibilities, and legal issues involved in business.

- Global Trade
- Government Agencies
- Business Law
- Business Ethics

#### **Section 8: Business Planning**

Students learn to identify business ideas and opportunities; how changes and trends create opportunities; and how to define mission, vision, and values statements for a business. They learn the considerations in setting the scope of a business, how to perform a SWOT analysis, and the purpose of and parts of a business plan.

- Business Opportunities
- Defining a Business
- Business Planning





### **Section 9: Marketing**

Students learn about brand and corporate image, market positioning, and how to form a marketing message. They learn the differences between features and benefits and identify ways to use emotions and problem solving in marketing messages. They learn about market segmenting, market research, data storage, and data mining; the differences between primary and secondary data; sources of data; and ethical issues in market information management. They learn the tools in the marketing mix, advantages and disadvantages of increasing market share, and parts of a marketing plan.

- Marketing Messages
- Market Information Management
- Marketing Tools

### **Section 10: Promotion**

Students learn about common promotional methods, factors to evaluate in a promotion, common advertising methods and types, differences between institutional and product advertising, and ways to evaluate advertisements.

- Promotional Methods