

**FORMAT CO  
COURSE OUTLINE**

**Marketing**  
**Course Title**

**TH 220**  
**Dept. & Course No.**

**I. COURSE DESCRIPTION**

Basic marketing concepts will be covered included market segments, demographics and promotion. The various instruments of marketing will be presented. The specific challenges of marketing to the world, nation and community will be discussed with regard to the tourism and hospitality industry.

II. SEMESTER CREDITS: 3

III. CONTACT HOURS PER WEEK:    3                      0                      3  
   LEC                      LAB                      TOTAL

IV. PREREQUISTIES: CS 100

V. STUDENT LEARNING OUTCOMES:

VI. COURSE CONTENT:

At the end of the semester, the student should be able, with at least 65% accuracy to:

1. Define and recognize applicability of "Marketing".

- A. Marketing concepts
1. Customer Satisfaction
  2. Customer Value
  3. Products & Services
  4. Needs/Wants
  5. Demands
  6. Markets/Transactions
  7. Relationships

2. Explain the principles and theories of marking with the discussion on the marketing plan.

- B. Principles/Theories
1. Production/Service Concept
  2. Product Concept

3. Examine and understand consumer analysis.

4. Develop and apply product promotion and advertising techniques

5. Identify and apply basic pricing strategies

6. Identify and apply personal selling methods and techniques

3. Selling Concept  
4. Marketing Concept  
5. Societal Marketing

- C. Consumer Analysis  
1. Consumer Characteristics  
2. Consumer Needs, Profiles & Decision Making,  
3. Develop Marketing Programs geared for diverse marketplace.  
4. Develop a Target Market Strategy.

- D. Promotional techniques  
1. Brand/Company Awareness  
2. Billboards and Displays  
3. Collaterals  
4. Advertising

- E. Techniques and methods of pricing.  
1. Pricing Methods  
2. Seasonal Pricing Index

- F. Personal Sales Methods and Techniques  
1. Personal Sales Call  
2. Presentation Preparation  
a. Property research  
b. Competition research  
c. Client research

3. Sales kit
4. Personal Appearance
5. Sales Call
6. Presentation
7. Closing the Sale

VII. MATERIALS & EQUIPMENT:

- A. CLASS HANDOUTS & ROUTINE HANDOUTS
- B. VHS FILMS – when applicable
- C. TRANSPARENCIES – when applicable

VIII. TEXTS & REFERENCES:

A. TEXT:

G. Armstrong & P. Kotler, Marketing: An Introduction (9e), Pearson Prentice Hall, USA 2009.

B. REFERENCE:

NONE

IX. METHODS OF INSTRUCTION:

- A. LECTURE
- B. RESEARCH
- C. PRESENTATION
- D. CLASS DISCUSSIONS

X. METHOD OF EVALUATION:

GRADING SYSTEM:

PROJECT PRESENTATION.....	55%
TEST/QUIZZES.....	25%
CLASS PARTICIPATION.....	20%
	100%

TRANSMUTATION OF PERCENT TO LETTER-GRADE IS AS FOLLOWS:

90 – 100% =A	70 – 79% =C	0 – 64% =F
80 – 89% =B	65 – 69% =D	

RUBRUCS FORM B (USE ALL PROGRAM COURSES)  
TH 220 MARKETING

Student: \_\_\_\_\_ Semester: \_\_\_\_\_ Year: \_\_\_\_\_

Instructor: \_\_\_\_\_

KNOWLEDGE OUTCOME RATING SCALE:

- 5- EXCELLENT
- 4- ABOVE AVERAGE
- 3- AVERAGE
- 2- BELOW AVERAGE
- 1 – UNACCEPTABLE

COMPETENCY #1 Define and recognize applicability of "Marketing"

5	The students are able to define and recognize marketing concepts that include customer satisfaction, customer values, product and services, needs and wants, demands, markets, transitions and relationships.
4	The students are able to complete the above with 80-89% accuracy
3	The students are able to complete the above with 70-79% accuracy
2	The students are able to complete the above with 65-69% accuracy
1	The students are able to complete with less than 64% accuracy

COMETENCY #2: Explain the principles and theories of marketing, including a discussion of marketing plan.

5	The students are able to explain the principles and theories of marketing, which include production, service concept, product, selling, marketing and societal marketing. In addition, students are able to discuss marketing audit, selecting target markets, positioning, marketing objectives, action plans and monitoring and evaluation with at least 90% accuracy.
4	The students are able to complete the above with 80-89% accuracy
3	The students are able to complete the above with 70-79% accuracy
2	The students are able to complete the above with 65-69% accuracy
1	The students are able to complete the above with less than 64% accuracy

COMPETENCY #3: Examine and understand Consumer Analysis as well as Responding to diversity in the Marketplace.

5	The students are able to examine and understand the reasons why consumer analysis is essential in order to understand consumer characteristics, needs, profile and decision making. They will also learn to develop marketing programs responsive to diverse marketplace including a target market strategy at least 90% accuracy.
4	The students are able to complete the above with 80-89% accuracy
3	The students are able to complete the above with 70-79% accuracy
2	The students are able to complete the above with 65-69% accuracy
1	The students are able to complete the above with less than 64% accuracy



**COMPETENCY #4: Develop and promote products through advertising techniques such as the company brands, billboards and displays, and collaterals and advertising.**

5	The students are able to develop and promote products through advertising techniques such as the company brands, billboards and displays, and collaterals and advertising with at least 90% accuracy
4	The students are able to complete the above with 80-89% accuracy
3	The students are able to complete the above with 70-79% accuracy
2	The students are able to complete the above with 65-69% accuracy
1	The students are able to complete the above with less than 64% accuracy

**COMPETENCY #5: Identify and apply basic techniques and methods of pricings, including seasonal pricing index.**

5	The students are able to identify and apply basic techniques and methods of pricing, including seasonal pricing index with at least 90% accuracy
4	The students are able to complete the above with 80-89% accuracy
3	The students are able to complete the above with 70-79% accuracy
2	The students are able to complete the above with 65-69% accuracy
1	The students are able to complete the above with less than 64% accuracy

**COMPETENCY #6: Identify and apply personal selling methods and techniques**

5	The students are able to identify and apply personal selling methods and techniques. They are able to explain and demonstrate personal sales call, preparation and presentation, sales kit, personal appearance, and closing the sale with at least 90% accuracy
4	The students are able to complete the above with 80-89% accuracy
3	The students are able to complete the above with 70-79% accuracy
2	The students are able to complete the above with 65-69% accuracy
1	The students are able to complete the above with less than 64% accuracy

I certify that the student has completed all the competencies in this course and has achieved ratings as shown in each respective competency.

\_\_\_\_\_  
Instructor's signature

\_\_\_\_\_  
Date