



CREDENTIAL CROSSWALK

Course Information

Institution: SUNY Geneseo	Department/Program: School of Business
Course Name and Number: Marketing MKTG200	Credit Hours: 3
Course Level: ☒ Introductory ☐ Intermediate ☐ Advanced	Delivery Mode: ☒ In-person ☐ Online ☐ Hybrid

Course Specific Student Learning Outcomes

List all course outcomes and their emphasis in the curriculum.

Outcomes	Emphasis (Low / Medium / High)
1. Comprehend the environment within which the marketing firm operates	Medium
2. Analyze the role of marketing information system and marketing research (CG1)	Medium
3. Understand what influences the buying behavior of consumers and organizations	Medium
4. Apply market segmentation, targeting and positioning techniques	High
5. Analyze elements of the marketing mix; product and service, pricing, distribution and promotion (CG4)	High
6. Comprehend the effects of globalization on a firm's marketing decisions and understand the basic principles of international and global marketing (CG1)	Low
7. Develop and present a marketing plan, which provides sound arguments, clear conclusions and recommendations (CG3)	High
8. Appreciate the legal and ethical issues involved in marketing of products and services	Low

Evidence of Learning

The work completed in the course and its alignment with student learning outcomes.

Assignment / Assessment (<i>Exam, Discussions, Quizzes, Projects</i>)	Student Learning Outcome Alignment
Exams	1, 2, 6,
Case Studies, certification	3, 5, 8
Group Project	4, 5, 7

Transferable Skills

common workforce related transferable skills. Add any other non curricular skills not already listed.

☐ Communication	☒ Problem-Solving
☒ Critical Thinking	☒ Time Management
☐ Ethical Reasoning	☒ Adaptability
☐ Cultural Competency	☒ Leadership
☒ Research & Analysis	☒ Digital Literacy
☒ Collaboration	☐ Other (Specify) _____

Additional Course Information

Copy and paste syllabus, book information, course schedule or other relevant course information can be included here.

MKTG200 02: Marketing (3 credits)

Course Description

Marketing is a growing and dynamic discipline, which encompasses a broad range of activities and tasks. MKTG 200 is a foundation course and thus the emphasis will be on learning the basic principles and theories of marketing and applying these theories to several practical situations. Essentially, creating consumer value and satisfaction are at the very heart of modern marketing thinking and practice. Therefore, this course focuses on the relationship between organizations and the consumers, expressed through various marketing mix elements such as, product, price, place and promotion. More importantly, the practical application of the concepts of marketing to 'real world' situations is an essential part of this course. In addition, current articles from popular business periodicals related to various marketing issues will be discussed extensively because these selected articles will bring marketing concepts to life. After the completion of this course the students will be able to study other advanced marketing courses, because advanced courses expand upon the areas covered in this foundation course. After the completion of this course students also have the option to pursue a marketing minor.

Prerequisites/corequisites:

None

Required Materials

- Textbook: Principles of Marketing
- By Kotler, Philip
- Edition: 19TH 24
- Publisher: RENT PEARS
- ISBN 13: 9780137864898

Course Objectives

After completion of the course students will be able to:

1. Comprehend the environment within which the marketing firm operates
2. Analyze the role of marketing information system and marketing research (CG1)
3. Understand what influences the buying behavior of consumers and organizations
4. Apply market segmentation, targeting and positioning techniques
5. Analyze elements of the marketing mix; product and service, pricing, distribution and promotion (CG4)
6. Comprehend the effects of globalization on a firm's marketing decisions and understand the basic principles of international and global marketing (CG1)
7. Develop and present a marketing plan, which provides sound arguments, clear conclusions and recommendations (CG3)
8. Appreciate the legal and ethical issues involved in marketing of products and services

Additional Course Objectives

General Education (GLOBE) Learning Outcomes

Students will demonstrate

Broad and Specialized Knowledge

- Breadth of knowledge across disciplines
- Depth of knowledge in a chosen major/field

Intellectual and Practical Skills

- Critical thinking and problem-solving
- Information and digital literacy
- Quantitative reasoning
- Written and oral communication
- Creativity and innovation

Personal and Social Responsibility

- Ethical reasoning
- Intercultural competence and diversity awareness
- Civic engagement and social responsibility
- Sustainability and global awareness

Integrative and Applied Learning

- Ability to connect knowledge and skills across disciplines
- Application of learning to complex, real-world problems
- Reflection on experiences to inform lifelong learning

The SUNY Geneseo School of Business

School of Business Mission

The School of Business at SUNY Geneseo is committed to exceptional business and economics education within the context of a strong liberal arts tradition. The School is distinguished by a uniquely accomplished and dedicated faculty, motivated and capable students, a robust professional development program, and the engaged support of alumni, employers, and business leaders. Students acquire strong quantitative, analytical, and communication skills while preparing for professional success as socially conscious contributors. We strive for teaching excellence, and we recognize that high-quality faculty scholarship and professional activities increase our impact on knowledge, practice, and pedagogy.

Bachelor of Arts/Science Program Competency Goals

- **Competency Goal 1:** Our learners will have strong analytical skills.
- **Competency Goal 2:** Our learners will have strong quantitative skills.
- **Competency Goal 3:** Our learners will have effective communications skills.
- **Competency Goal 4:** Our learners will have a thorough understanding of various functional areas of business.
- **Competency Goal 5:** Our learners will have a multidimensional understanding of social responsibility.

Course Schedule

Week	Date	Topic	Reading	Test & Assignments
1	1/20, 1/22	Introduction. Syllabus review.	ch.1	
2	1/27, 1/29	Company and Marketing Strategy	ch.2	Case Study 1
3	2/03, 2/05	The Marketing Environment, Market Information and Research	ch.3-4	
4	2/10, 2/12	Consumer & Business Buying Behavior	ch.5-6	
5	2/17, 2/19	Segmentation, Targeting, and Positioning	ch.7	STP
6	2/24= no class. 2/26	Products, Services, and Brands	ch.8	Exam 1 (ch.1-7)
7	3/3, 3/5	New Product Dev. & Product Life Cycle	ch.9	Merchants of Cool
8	3/10, 3/12	Pricing & Considerations	ch.10, Ch. 11	
9	3/17, 3/19= no class	Spring Break		
10	3/24, 3/26	Marketing Channels & Supply Chain	ch.12	Exam 2 (ch.8-12) assignment

11	4/07, 4/09	Retailing & Wholesaling & Integrated Marketing Communication Strategy	ch.13-14	Social Media Marketing - Certification
12	4/14, 4/16	Advertising & Public Relations	ch.15	Case Study 2
13	4/21, 4/23	Personal Selling, Sales, & Promotion Digital, Online, Social Media, & Mobile Mktg	ch.16-17	
14	4/28, 4/30	Competitive Advantage & Global Marketplace	ch.18-19	Group Projects
15	5/5 <i>5/7= no class study day</i>	Sustainable Marketing: Social Responsibility & Ethics	ch.20	Group Projects <i>*if needed</i>
16	5/8	Friday 12-2:30PM		Final Exam

Assignments & Grading

Exams (30%) – 1=Ch.1-7, 2=Ch. 8-12

Assignments (30%) – Case Studies, Certification, etc.

Group Project (20%) – Marketing Plan

Final Exam (20%) – Ch. 13-20

Grading Scale: A = 93–100%, A– = 90–92%, B+ = 87–89%, ..., F = <60%

Course Policies

Late Work: Accepted up to 3 days late with 10% penalty

Make-up Work: Allowed with documented excuse

Extra Credit: Occasional at Professor's discretion

Incompletes: Must be requested before finals week

Credential Information

Credential Title: Social Media Marketing Professional	Issuing Body: LinkedIn Learning (Hootsuite)
Credential Type: ☐ Badge ☒ Certificate ☐ Stackable Credential	Credit(s)/Hours/Units: 4h 4m/5 Units
Industry / Field: Marketing	Intended Learner: ☒ Entry-Level ☒ Mid-Level ☐ Advanced
Assessment Method Used: Exam	Minimum Proficiency Required(e.g. score): 80%
Training and verification websites: LinkedIn Learning	

Credential Outcomes:

These are the measurable outcomes of the credential. They are in the certificate and align with the learning being done. If you are having issues locating these within the credential, reach out and we can assist in locating them.

Credential Outcome	Level (Intro / Applied / Mastery)
1. Social Media Strategy - Understand the role of social media in digital marketing - Develop a social media marketing strategy - Align social campaigns with organizational goals	Intro
2. Platform Management - Apply marketing techniques across major platforms - Adapt messaging for different social channels - Manage social media presence across networks	Applied
3. Content Development - Write effective social media copy - Use storytelling techniques for brand engagement - Create platform-specific content	Applied
4. Campaign Optimization - Optimize social media campaigns for reach and engagement - Use A/B testing and feedback to refine posts - Improve campaign performance through strategy adjustments	Applied
5. Content Repurposing - Repurpose video and media content across platforms - Extend reach through multi-channel content reuse	Applied
6. Audience Engagement - Increase audience interaction - Build brand awareness and online communities	Intro

Additional Credential information (Copy and Paste) :

Social Media Marketing Professional Certificate (Hootsuite / LinkedIn Learning)

Credential Overview

- **Credential Name:** Social Media Marketing Professional Certificate
- **Provider:** LinkedIn Learning (endorsed by Hootsuite)
- **Credential Type:** Industry-recognized professional certificate
- **Delivery Mode:** Online learning path + final assessment
- **Approximate Time to Complete:** ~4 hours of coursework plus final exam
- **Level:** Entry to intermediate digital marketing / social media marketing
- **Focus:** Strategic planning, content creation, storytelling, and social media campaign optimization across major platforms

The certificate teaches learners how to **plan, execute, and optimize social media campaigns and engagement strategies** across platforms like Facebook, Instagram, LinkedIn, and TikTok.

Alignment Mapping

Use this area to align your course learning outcome to your credential competency.

Course Learning Outcome(s)	Credential Outcome(s)	Alignment Strength
1. Comprehend the environment within which the marketing firm operates	1. Social Media Strategy - Understand the role of social media in digital marketing - Develop a social media marketing strategy - Align social campaigns with organizational goals 4. Campaign Optimization - Optimize social media campaigns for reach and engagement - Use A/B testing and feedback to refine posts - Improve campaign performance through strategy adjustments 6. Audience Engagement - Increase audience interaction - Build brand awareness and online communities	Medium
2. Analyze the role of marketing information system and marketing research (CG1)	1. Social Media Strategy - Understand the role of social media in digital marketing - Develop a social media marketing strategy - Align social campaigns with organizational goals	Medium
3. Understand what influences the buying behavior of consumers and organizations	1. Social Media Strategy - Understand the role of social media in digital marketing - Develop a social media marketing strategy - Align social campaigns with organizational goals 3. Content Development - Write effective social media copy - Use storytelling techniques for brand engagement - Create platform-specific content 6. Audience Engagement - Increase audience interaction - Build brand awareness and online communities	High
4. Apply market segmentation, targeting and positioning techniques	1. Social Media Strategy - Understand the role of social media in digital marketing - Develop a social media marketing strategy	High

	- Align social campaigns with organizational goals 2. Platform Management - Apply marketing techniques across major platforms - Adapt messaging for different social channels - Manage social media presence across networks 4. Campaign Optimization - Optimize social media campaigns for reach and engagement - Use A/B testing and feedback to refine posts - Improve campaign performance through strategy adjustments	
5. Analyze elements of the marketing mix; product and service, pricing, distribution and promotion (CG4)	1. Social Media Strategy - Understand the role of social media in digital marketing - Develop a social media marketing strategy - Align social campaigns with organizational goals 2. Platform Management - Apply marketing techniques across major platforms - Adapt messaging for different social channels - Manage social media presence across networks 4. Campaign Optimization - Optimize social media campaigns for reach and engagement - Use A/B testing and feedback to refine posts - Improve campaign performance through strategy adjustments 6. Audience Engagement - Increase audience interaction - Build brand awareness and online communities	High
6. Comprehend the effects of globalization on a firm's marketing decisions and understand the basic principles of international and global marketing (CG1)	1. Social Media Strategy - Understand the role of social media in digital marketing - Develop a social media marketing strategy - Align social campaigns with organizational goals	Low
7. Develop and present a marketing plan, which provides sound arguments, clear conclusions and recommendations (CG3)	1. Social Media Strategy - Understand the role of social media in digital marketing - Develop a social media marketing strategy - Align social campaigns with organizational goals 2. Platform Management - Apply marketing techniques across major platforms - Adapt messaging for different social channels	High

	• Manage social media presence across networks 4. Campaign Optimization • Optimize social media campaigns for reach and engagement • Use A/B testing and feedback to refine posts • Improve campaign performance through strategy adjustments 5. Content Repurposing • Repurpose video and media content across platforms • Extend reach through multi-channel content reuse 6. Audience Engagement • Increase audience interaction Build brand awareness and online communities	
8. Appreciate the legal and ethical issues involved in marketing of products and services	1. Social Media Strategy • Understand the role of social media in digital marketing • Develop a social media marketing strategy • Align social campaigns with organizational goals	Medium