

MABALACAT CITY COLLEGE

INSTITUTE OF HOSPITALITY AND TOURISM MANAGEMENT

First Semester A.Y. 2023-2024

Outcome-Based Teaching and Learning Plan and Module Guide for *Business Marketing – BUSMAR*



VISION: Mabalacat City College envisions itself to be the top choice in the community it serves for quality education and training by 2025.

MISSION: The Mission of Mabalacat City College is to meet the needs of its community as a center for learning aiming for open admission policy.

COURSE DESCRIPTION:

This course introduces the students to the basic principles of marketing, practices, and the application of these practices. Provides topics on how marketing activities support the overall business. Topics include marketing mix, company's macro and micro environment, decision process in buying, market segmentation and integrated marketing.

PROGRAM INTENDED LEARNING OUTCOMES (PILO) (BASED ON CMO):

- Demonstrate knowledge of tourism industry, local tourism products and services
- Interpret and apply relevant laws related to tourism industry
- Observe and perform risk mitigation activities
- Manage and market a service-oriented business organization
- Prepare and monitor industry specific financial transactions and reports
- Perform human capital development functions of a tourism oriented organization
- Utilize various communication channels proficiently in dealing with guests and colleagues
- Plan, implement and monitor tours sales and activities
- Research, plan and conduct various tour guiding activities
- Develop appropriate marketing programs and arranges travel services
- Plan/ organize, implement and evaluate Meetings, Incentives, Conferences and Exhibitions (MICE) activities
- Plan, develop and evaluate tourism sites and attractions

PRE-REQUISITE: None





MABALACAT CITY COLLEGE

INSTITUTE OF HOSPITALITY AND TOURISM MANAGEMENT

First Semester A.Y. 2023-2024

Outcome-Based Teaching and Learning Plan and Module Guide for *Business Marketing – BUSMAR*



NUMBER OF UNITS: 3 Units

LEARNING OUTCOMES:

1. Describe the basic principles, theories, concepts and dynamics of Marketing.
2. Apply these principles and tools in case analysis and to practical business decision making situations.
3. Create a clear understanding of the total marketing process, the institutions involved, the marketing functions they perform, and the markets they serve.
4. Describe the basic components of the marketing mix – product, price, promotion and distribution – along with other concepts that are important in developing marketing strategies.

COURSE OUTLINE

Week	Topic	Learning Materials (with references following OER plagiarism and IPR policies)	Intended Learning Outcomes (ILO)	Assessment Tasks (Requirements with schedule or time allotment)	Sustainable Development Goals (SDG) Coherence
GLOBAL KNOWLEDGE					
3	Defining Marketing for the 21st Century <ul style="list-style-type: none"> ➤ The Importance of Marketing ➤ The Scope of Marketing 	*Lecture Notes *PowerPoint Presentation *Suggested Web Readings: <ul style="list-style-type: none"> ☐ Marlinah Abad (2013). <i>Overview Of Marketing</i> https://www.slideshare.net/MarlinahAhmad/chapter1-overview-of-marketing ☐ Investopedia (2019). <i>Marketing Mix</i> 	Define marketing Understand the place and contribution of marketing to the business enterprise.	Objective Type Quiz	4 Quality Education 17 Partnership for the Goals





MABALACAT CITY COLLEGE

INSTITUTE OF HOSPITALITY AND TOURISM MANAGEMENT

First Semester A.Y. 2023-2024

Outcome-Based Teaching and Learning Plan and Module Guide for *Business Marketing – BUSMAR*



	<ul style="list-style-type: none"> ➤ The Three Key Objectives of Marketing ➤ Core Marketing Concepts - The Five Marketing Management Philosophies 	<p>https://www.investopedia.com/terms/m/marketing-mix.asp</p> <p>*Suggested Videos to View:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Introduction to Marketing https://www.youtube.com/watch?v=8Sj2tbh-ozE <input type="checkbox"/> The Importance of Marketing https://www.youtube.com/watch?v=W4WeYSqhwgQ 	<p>Demonstrate a clear understanding of the marketing concept</p> <p>Describe the Five Marketing Management Philosophies</p>		
4	<p>Company's Micro environment and Macro-Environment</p> <p>Micro-environment:</p> <ul style="list-style-type: none"> - Company - Suppliers - Customers - Competitors <p>Macro-environment</p> <ul style="list-style-type: none"> - Demographic - Economic - Social-Cultural - Natural Environment - Technological Environment 	<p>*Lecture Notes</p> <p>*PowerPoint Presentation</p> <p>*Suggested Web Readings:</p> <p>Company's Micro & Macro Environment https://blog.oxfordcollegeofmarketing.com/2014/11/04/the-impact-of-micro-and-macro-environment-factors-on-marketing/</p> <p>*Suggested Videos to View:</p> <ul style="list-style-type: none"> <input type="checkbox"/> PESTEL analysis explained https://www.youtube.com/watch?v=bYn4CyL3r5w https://library.soton.ac.uk/sash/introduction-to-research-skills 	<p>Differentiate the company's micro-environment and macro-environment</p> <p>Identify the company's microenvironment and explain how microenvironment affects a company's marketing decisions</p> <ul style="list-style-type: none"> - Identify the company's macro-environment and describe the environmental forces that affect a company's ability to serve its customers 	<ul style="list-style-type: none"> - Objective Type Quiz - Group Presentations - Group/ Individual assignments 	<p>1. No Poverty</p> <p>4. Quality Education</p> <p>8. Decent Work and Economic Growth</p> <p>9. Industry, Innovation and Infrastructure</p> <p>11. Sustainable cities and communities</p>





MABALACAT CITY COLLEGE

INSTITUTE OF HOSPITALITY AND TOURISM MANAGEMENT

First Semester A.Y. 2023-2024

Outcome-Based Teaching and Learning Plan and Module Guide for *Business Marketing – BUSMAR*



	- Political-Legal Environment				
5	<p>Analyzing Consumer Markets</p> <p>What Influences Consumer Behavior?</p> <ul style="list-style-type: none"> ➤ Cultural Factors ➤ Social Factors ➤ Personal Factors <p>The Buying Decision Process: The Five-Stage Model</p> <ul style="list-style-type: none"> ➤ Problem Recognition ➤ Information Search ➤ Evaluation of Alternatives ➤ Purchase Decision ➤ Post-purchase Behavior 	<p>*Lecture Notes</p> <p>*PowerPoint Presentation</p> <p>*Suggested Web Readings:</p> <ul style="list-style-type: none"> ☐ Boundless Marketing. <i>The Business Buying Decision Process</i> https://courses.lumenlearning.com/boundless-marketing/chapter/the-business-buying-decision-process/ ☐ Marketing Teacher.com. <i>Buyer Decision Process</i>: http://www.marketingteacher.com/buyer-decision-process <p>*Suggested Videos to View:</p> <ul style="list-style-type: none"> ☐ The importance of studying consumer behavior https://www.youtube.com/watch?v=v1q1nnPCcKw ☐ Motivation in Consumer Behavior https://www.youtube.com/watch?v=w-q4NOqaHWM 	<p>Identify the major influences in consumer behavior.</p> <p>Distinguish between different consumer behavior influences and their relationships.</p> <ul style="list-style-type: none"> - Establish the relevance of consumer behavior theories and concepts to marketing decisions 	<ul style="list-style-type: none"> - Objective Type Quiz - Case Study Analysis (Group Work) 	<p>4 Quality Education</p> <p>17 Partnership for the Goals</p>





MABALACAT CITY COLLEGE

INSTITUTE OF HOSPITALITY AND TOURISM MANAGEMENT

First Semester A.Y. 2023-2024

Outcome-Based Teaching and Learning Plan and Module Guide for *Business Marketing – BUSMAR*



NATIONAL KNOWLEDGE					
6	<p>Identifying Market Segments and Targets</p> <p>Levels of Market Segmentation</p> <ul style="list-style-type: none"> - Segment Marketing - Niche Marketing ➤ Local Marketing ➤ Individual Marketing <p>Bases for Segmenting Consumer Markets</p> <ul style="list-style-type: none"> ➤ Geographic ➤ Demographic ➤ Psychographic ➤ Behavioral 	<p>*Lecture Notes</p> <p>*PowerPoint Presentation</p> <p>*Suggested Web Readings:</p> <ul style="list-style-type: none"> ☐ Investopedia (2019). <i>Market Segmentation</i> https://www.investopedia.com/terms/m/marketsegmentation.asp ☐ Marketing Tutor.Net. <i>Market Segmentation Definition, Levels, Types and Examples</i> by AA (Ahsan Ali) Shaw https://www.marketingtutor.net/market-segmentation-levels-strategies-examples <p>*Suggested Videos to View:</p> <ul style="list-style-type: none"> ☐ An Introduction to Market Segmentation https://www.youtube.com/watch?v=hnz1kClvHcs 	<p>Identify the different levels of market segmentation</p> <p>Know how a company can divide a market into segments</p> <p>Understand how a company should choose the most attractive target markets</p> <p>Know what are the requirements for effective segmentation</p>	<ul style="list-style-type: none"> ☐ Group Presentation ☐ Group/ Individual assignments 	<p>4 Quality Education</p> <p>17 Partnership for the Goals</p>
7	<p>Setting Product Strategy</p> <ul style="list-style-type: none"> ➤ Product Characteristics and Classifications 	<p>*Lecture Notes</p> <p>*PowerPoint Presentation</p> <p>*Suggested Web Readings:</p> <p>Suggested Web Readings:</p> <ul style="list-style-type: none"> ☐ https://www.economicdiscussion.net/marketing2/classification-of-products/31799 	<p>Explain what a product is and the importance of products in the marketing mix</p>	<p>Objective Type Quiz</p>	<p>4 Quality Education</p> <p>17</p>





MABALACAT CITY COLLEGE

INSTITUTE OF HOSPITALITY AND TOURISM MANAGEMENT

First Semester A.Y. 2023-2024

Outcome-Based Teaching and Learning Plan and Module Guide for *Business Marketing – BUSMAR*



	<ul style="list-style-type: none"> ➤ Product Differentiation ➤ The Product Hierarchy ➤ Systems and Mixes ➤ Product-Line Analysis ➤ Product-Line Length ➤ Packaging ➤ Labeling 		<p>Discuss the product life cycle and its implications for marketing</p> <p>Identify the different classifications and characteristics of a product</p> <p>Give specific examples of product lines and mixes</p>		<p>Partnership for the Goals</p> <p>11 Sustainable cities and communities</p>
MIDTERM EXAM					
LOCAL KNOWLEDGE					
11-13	<p>Designing and Managing Services</p> <ul style="list-style-type: none"> ➤ The Nature of Services ➤ Service Industries Are Everywhere ➤ Categories of Service Mix 	<p>*Lecture Notes</p> <p>*PowerPoint Presentation</p> <p>*Suggested Web Readings:</p> <ul style="list-style-type: none"> ☐ Marketing Management and Analysis <p>http://ayemyomyintaung.blogspot.com/2013/02/designing-and-managing-services.html</p>	<p>Describe the nature and distinctive characteristics of service firms</p> <ul style="list-style-type: none"> - Understand the importance of services and service marketing in the marketing environment 	Group Activity	<p>4 Quality Education</p> <p>17 Partnership for the Goals</p>





MABALACAT CITY COLLEGE

INSTITUTE OF HOSPITALITY AND TOURISM MANAGEMENT

First Semester A.Y. 2023-2024

Outcome-Based Teaching and Learning Plan and Module Guide for *Business Marketing – BUSMAR*



	<ul style="list-style-type: none"> ➤ Distinctive Characteristics of Services 				
14-16	<p>Developing Pricing Strategies and Programs</p> <ul style="list-style-type: none"> - Understanding Pricing - Setting the Price <p>Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling</p> <p>Direct Marketing</p> <ul style="list-style-type: none"> ➤ The Benefits of Direct Marketing ➤ Direct Mail ➤ Catalog Marketing 	<p>*Lecture Notes</p> <p>*PowerPoint Presentation</p> <p>*Suggested Web Readings:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Developing Price Strategies and Programs https://www.managementstudyguide.com/developing-price-strategies.htm <input type="checkbox"/> Develop a Pricing Strategy https://business.gov.au/products-and-services/develop-a-pricing-strategy <input type="checkbox"/> https://www.indeed.com/career-advice/career-development/marketing-promotional-mix <input type="checkbox"/> Promotional Mix https://en.wikipedia.org/wiki/Promotional_mix <input type="checkbox"/> Avoid Unlawful Advertising: Seven Rules for Your Business https://www.nolo.com/legal-encyclopedia/avoid-unlawful-advertising-seven-rules-29801.html 	<p>Discuss how price affects the value of the organization's products or services</p> <p>Compare common pricing strategies</p> <p>Describe the factors affecting pricing decisions</p> <p>Discuss the methods of determining price and pricing strategies</p> <p>Describe and discuss the major decisions involved in developing an advertising program</p> <p>Explain how sales promotion campaigns are developed and implemented</p>	<p>Group Sales Pitch Presentation</p> <p>Submission of Final Output</p>	<p>4 Quality Education</p> <p>17 Partnership for the Goals</p> <p>11 Sustainable cities and communities</p>





MABALACAT CITY COLLEGE

INSTITUTE OF HOSPITALITY AND TOURISM MANAGEMENT

First Semester A.Y. 2023-2024

Outcome-Based Teaching and Learning Plan and Module Guide for *Business Marketing – BUSMAR*



	<ul style="list-style-type: none"> ➤ Telemarketing ➤ Digital Marketing 				
FINAL EXAM					

SUMMARY OF REVISIONS

Revision	Date	Updated by	Short Description of Changes
1.0	August 2023	Paula Mae D. Briones, LPT,DBA	New OBTL for Business Marketing with SDG Coherence and inclusion of Digital Marketing

GENERAL GUIDELINES AND POLICIES:

As the College currently follows Hybrid Delivery of Learning on its instruction, the following general guidelines and policies are set by the School to be followed by the faculty-in-charge and the students of the course.

Attendance

Checking of attendance during face-to-face classes is a requirement and will be strictly observed.

Academic Integrity

Observance of the outmost academic integrity shall be observed by the students of the course. Plagiarism, cheating, and other forms of academic dishonesty shall not be tolerated by the faculty-in-charge nor the Institute.

Accomplishment of Requirements

All requirements given by the instructor/faculty-in-charge of the course to the students shall be called/referred to/addressed as “**work output**”. Each





MABALACAT CITY COLLEGE

INSTITUTE OF HOSPITALITY AND TOURISM MANAGEMENT

First Semester A.Y. 2023-2024

Outcome-Based Teaching and Learning Plan and Module Guide for *Business Marketing – BUSMAR*



work output must be accomplished by the students until the schedule set by the instructor/faculty-in-charge. Final student's output must also be accomplished by the schedule set by the instructor of the course.

Line of Communication

The course's official line of communication shall be through the following:

The outmost respect and courtesy must be observed by students in communicating to their instructor/faculty-in-charge of the course and to their classmates and vice versa. Any form of disrespectful and discourteous way of communication shall not be tolerated by the School.

Instructional Materials (IMs)

Working students may avail of the modular type of teaching. MS Teams on-line platform may be utilized by the instructor/faculty-in-charge of the course to the students – adapting the flexible learning scheme.

Grading System:

Class Standing (Work Outputs and Summative Assessments)	60%
Major Examination (Midterms) and Proposal Defense	<u>40%</u>
	100%

References:

Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson UK.

Grewal, D., & Levy, M. (2021). *M: marketing* (p. 480). McGraw-Hill Education.

Kingsnorth, S. (2022). *Digital marketing strategy: an integrated approach to online marketing*. Kogan Page Publishers.

Kotler, P. (2017). Philip Kotler: some of my adventures in marketing. *Journal of Historical Research in Marketing*, 9(2), 203-208.





MABALACAT CITY COLLEGE

INSTITUTE OF HOSPITALITY AND TOURISM MANAGEMENT

First Semester A.Y. 2023-2024

Outcome-Based Teaching and Learning Plan and Module Guide for *Business Marketing – BUSMAR*




Pride, W. M., & Ferrell, O. C. (2019). *Marketing*. Cengage Learning.

Prepared by:


Giezel S. Aquino

BSTM Program Head/Instructor

Reviewed by:


Harold Van Aquino, MSHRM

BSHM Program Head

Approved by:


Jennyfer Merza, MBA

IHTM Dean

cc: **OVPAA**

