

# COLLEGEWIDE COURSE OUTLINE OF RECORD

## MKT 101, PRINCIPLES OF MARKETING

COURSE TITLE: Principles of Marketing

COURSE NUMBER: MKT 101

PREREQUISITES: Demonstrated competency through appropriate assessment or earning a grade of "C" or better in ENG 025 Introduction to College Writing II and ENG 032 Reading Strategies for College II and MAT 044 Mathematics

DIVISION: Business

PROGRAM: Business Administration

CREDIT HOURS: 3

CONTACT HOURS: Lecture: 3

DATE OF LAST REVISION: Spring, 2005

EFFECTIVE DATE OF THIS REVISION: Fall, 2005

CATALOG DESCRIPTION: Introduces the marketing role in society and how it affects the marketing strategy. Emphasizes the marketing mix, product planning, and the effects of the demographic dimension on the consumer market.

MAJOR COURSE LEARNING OBJECTIVES: Upon the successful completion of this course the student will be expected to:

1. Recognize and analyze the nature of marketing and how it functions in a marketing oriented economy.
2. Recognize and relate the importance of the marketing concept to the competitive market.
3. Understand marketing's role in the global economy.
4. List the various environmental factors that affect marketing decisions.
5. Define and explain the importance of planning and forecasting and their impact on the overall marketing strategy.
6. State and explain the process of marketing research and its influences on the marketing strategy.
7. Explain and apply market segmentation and describe its effect on the success of the marketing plan.
8. List and explain special and cultural influences that affect consumer behavior.
9. Discuss and explain how the channels of distribution create time, place, and possession utility.
10. Identify the elements of product planning, product management, and new-product development.
11. Explain the importance of an integrated marketing communication plan in determining strategy, image, and position.
12. Understand the strategy dimensions of price as it relates to setting pricing objectives and policies.
13. Understand the ethical issues and challenges facing marketing today.

COURSE CONTENT: Topical areas of study include –

Evolution of marketing analysis	Marketing concept	Breakthrough opportunities SWOT
Segmenting dimensions	Uncontrollable variables	Physical distribution concept
Consumer behavior	Targets markets	Marketing research methods
Marketing mix	Product classes	Consumer adoption process
New product development	Product life cycle	Motivation/learning theories
Competitive advantage	Promotion mix	Advertising/media selection
Pricing strategies	Distribution channels	Marketing plan development
Customer service	Ideal market exposure	Implementation and control

#### ACADEMIC HONESTY STATEMENT:

The College is committed to academic integrity in all its practices. The faculty value intellectual integrity and a high standard of academic conduct. Activities that violate academic integrity undermine the quality and diminish the value of educational achievement.

Cheating on papers, tests or other academic works is a violation of College rules. No student shall engage in behavior that, in the judgment of the instructor of the class, may be construed as cheating. This may include, but is not limited to, plagiarism or other forms of academic dishonesty such as the acquisition without permission of tests or other academic materials and/or distribution of these materials and other academic work. This includes students who aid and abet as well as those who attempt such behavior.

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