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 –

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