

# MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE

## COURSE OUTLINE

DEPT. BUS

COURSE NUMBER: 2230

NUMBER OF CREDITS: 3

Lecture: 3 Lab: 0 OJT 0

### Course Title:

Principles of Marketing

### Catalog Description:

Principles of Marketing analyzes the role and importance of marketing as a directing force in a business organization and its relationship to our society. Emphasis is placed on principles, methods, and problems involved in the marketing operations of the firm, including development, pricing, marketing channels, and promotion.

### Prerequisites or Necessary Entry Skills/Knowledge:

None

### FULFILLS MN TRANSFER CURRICULUM AREA(S) (*Leave blank if not applicable*)

Goal 1: Communication: \_\_\_\_ by meeting the following competencies:

Goal 2: Critical Thinking: \_\_\_\_ by meeting the following competencies:

Goal 3: Natural Sciences: \_\_\_\_ by meeting the following competencies:

Goal 4: Mathematics/Logical Reasoning: \_\_\_\_ by meeting the following competencies:

Goal 5: History and the Social and Behavioral Sciences: \_\_\_\_ by meeting the following competencies:

Goal 6: The Humanities and Fine Arts: \_\_\_\_ by meeting the following competencies:

Goal 7: Human Diversity: \_\_\_\_ by meeting the following competencies:

Goal 8: Global Perspective: \_\_\_\_ by meeting the following competencies:

Goal 9: Ethical and Civic Responsibility: \_\_\_\_ by meeting the following competencies:

Goal 10: People and the Environment: \_\_\_\_ by meeting the following competencies:

### Topics to be Covered

An Overview of Marketing

Marketing Project Discussion

Strategic Marketing

The Marketing Environment

Social Responsibility and Ethics in Marketing

Global Markets and International Marketing

Market Research and Information Systems

Target Markets: Segmentation and Evaluation

Consumer Buying Behavior

Organizational Markets and Buying Behavior

Product Concepts

Developing and Managing Products
Branding and Packaging
Services
Marketing Channels and Supply Chain Management
Wholesaling and Physical Distribution
Retailing
Integrated Marketing Communication
Advertising and Public Relations
Personal Selling and Sales Promotion
Pricing Concepts
Setting Price

<b>Student Learning Outcomes</b>
Discuss how ethical and social responsibility issues affect marketing decisions and impact consumers.
Identify the elements of strategic marketing planning.
Define the processes and factors influencing the targeting of the marketplace.
Identify the decision making processes of individual consumers and organizations.
Examine product concepts and strategies used to create value in the marketplace.
Examine pricing concepts and techniques that capture value
Discuss channel and supply chain management concepts to deliver value to all channel members.
Define marketing communication concepts that effectively promote products/services.
Examine the external marketing environments that impact a firm.
Identify the basic elements in developing a global marketing mix strategy.
Apply marketing concepts to real world situations.

<b>Is this course part of a transfer pathway: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></b>
<b>*If yes, please list the competencies below</b>
Understand how ethical and social responsibility issues affect marketing decisions and impact consumers.
Understand the elements of strategic marketing planning.
Understand the processes and factors influencing the targeting of the marketplace.
Understand the decision making processes of individual consumers and organizations.
Understand product concepts and strategies used to create value in the marketplace.
Understand pricing concepts and techniques that capture value.
Understand channel and supply chain management concepts to deliver value to all channel members.
Understand marketing communication concepts that effectively promote products/services.
Understand the external marketing environments that impact a firm.
Understand the basic elements in developing a global marketing mix strategy.
Apply marketing concepts to real world situations.

Revised Date: 1/2022