

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

Student Learning Outcomes
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.

Is this course part of a transfer pathway: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
*If yes, please list the competencies below
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.

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