MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE

COURSE OUTLINE

DEPT. Business  COURSE NO. 2230

NUMBER OF CREDITS: 3

COURSE TITLE: Principles of Marketing

CATALOG DESCRIPTION: This course 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.

AUDIENCE This course is open to all students of any age and diversity.

FULFILLS MN TRANSFER CURRICULUM AREA(S)

PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE: None

LENGTH OF COURSE The course is one semester.

THIS COURSE IS USUALLY OFFERED:

Every other year fall spring summer undetermined

Four goals are emphasized in course at Minnesota West Community & Technical College:

1) ACADEMIC CONTENT:

To discover marketing opportunities in a changing environment.

To understand target markets, consumer and organizational buying behavior, market research, product development, distribution and channels of distribution, the wholesale and retail functions, and promotion decisions.

2) THINKING SKILLS:

Students will develop and improve thinking skills by working on their project while relating the principles learned in class. Projects require
developing a product, choosing a pricing strategy, designing a distribution system and implementing a promotional strategy.

3) COMMUNICATIONS SKILLS:

Writing reports will be presented to the instructor.

Critical reading and listening to classroom lecture complete the assignments and tests.

4) HUMAN DIVERSITY:

The dynamic marketing environment will provide the opportunity for all students to achieve their potential. Marketing success is dependent on understanding varying backgrounds of individuals.

TOPICS TO BE COVERED:

Introduction to the Course

Chapter 1 An Overview of Marketing

Chapter 2 Strategic Marketing

Marketing Project Discussion

Chapter 3 The Marketing Environment

Chapter 4 Social Responsibility and Ethics in Marketing

Chapter 5 Global Markets and International Marketing

Chapter 6 Market Research and Information Systems

Chapter 7 Target Markets: Segmentation and Evaluation

Chapter 8 Consumer Buying Behavior

Chapter 9 Organizational Markets and Buying Behavior

Chapter 10 Product Concepts

Chapter 11 Developing and Managing Products

Chapter 12 Branding and Packaging
Chapter 13 Services

Chapter 14 Marketing Channels and Supply Chain Management

Chapter 15 Wholesaling and Physical Distribution

Chapter 16 Retailing

Chapter 17 Integrated Marketing Communication

Chapter 18 Advertising and Public Relations

Chapter 19 Personal Selling and Sales Promotion

Chapter 20 Pricing Concepts

Chapter 21 Setting Price

LIST OF EXPECTED COURSE OUTCOMES: The student is required to display an understanding of various topics covered throughout the course.

LEARNING/TEACHING TECHNIQUES used in the course are:

Collaborative Learning

Problem Solving

Student Presentations

Interactive Lectures

Creative Projects

Individual Coaching

Lecture

Films/Videos/Slides

Demonstrations

Other (describe below)

Lab

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:

Reading

Tests

Individual Projects

Oral Presentations

Worksheets

Collaborative Projects

Textbook Problems

Papers

Portfolio

Group Problems

Term Paper

Other (describe below)
EXPECTED STUDENT LEARNING OUTCOMES: The student will gain knowledge in the general aspects of marketing. They will learn how to analyze and select targets markets and develop marketing mixes for those markets.

Veteran Services: Minnesota West is dedicated to assisting veterans and eligible family members in achieving their educational goals efficiently. Active duty and reserve/guard military members should advise their instructor of all regularly scheduled military appointments and duties that conflict with scheduled course requirements. Instructors will make every effort to work with the student to identify adjusted timelines. If you are a veteran, please contact the Minnesota West Veterans Service Office.

To receive reasonable accommodations for a documented disability, please contact the campus Student Services Advisor or campus Disability Coordinator as arrangements must be made in advance. In addition, students are encouraged to notify their instructor.

This document is available in alternative formats to individuals with disabilities by contacting the Student Services Advisor or by calling 800-658-2330 or Minnesota Relay Service at 800-627-3529 or by using your preferred relay service.

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