



ILLINOIS VALLEY COMMUNITY COLLEGE

COURSE OUTLINE

DIVISION: Natural Sciences and Business

COURSE: MKT 1210 Principles of Marketing

Date: Spring 2022

Credit Hours: 3

Complete all that apply or mark "None" where appropriate:

Prerequisite(s): None

Enrollment by assessment or other measure? Yes No

If yes, please describe:

Corequisite(s): None

Pre- or Corequisite(s): None

Consent of Instructor: Yes No

Delivery Method: **Lecture** **3 Contact Hours** (1 contact = 1 credit hour)
 Seminar **0 Contact Hours** (1 contact = 1 credit hour)
 Lab **0 Contact Hours** (2-3 contact = 1 credit hour)
 Clinical **0 Contact Hours** (3 contact = 1 credit hour)
 Online
 Blended
 Virtual Class Meeting (VCM)

Offered: **Fall** **Spring** **Summer**

CATALOG DESCRIPTION and IAI NUMBER (if applicable):

An introductory course in fundamentals of marketing, the nature of competition, basic marketing problems, policies of business organizations and the planning of marketing.

ACCREDITATION STATEMENTS AND COURSE NOTES:

None

COURSE TOPICS AND CONTENT REQUIREMENTS:

(Not necessarily in this order.)

Marketing Plans

Product

Price

Distribution

Promotion

Target Market

Ethics and Social Responsibility

E-Commerce

Global Marketing

Marketing Research

B2B and B2C Marketing

INSTRUCTIONAL METHODS:

Lecture

Discussion

Hands-On Activities

Demonstrations

Group Projects

Simulation

Case Projects: both individual and team approach.

Presentations: both student presentations and outside professionals.

PowerPoint

EVALUATION OF STUDENT ACHIEVEMENT:

Tests

Final Exam

Homework

Quizzes

Attendance

Participation

Simulation checks

INSTRUCTIONAL MATERIALS:

Textbooks

Instructor's Manual

Textbook Web Page

Listserv for Instructors

Simulation Exercises

Internet

Resources

Wall Street Journal

Kiplinger's Magazine

Business Week

Forbes
Barron's
Textbook Web Page
Home Library (Magazines/Books)

LEARNING OUTCOMES AND GOALS:

Institutional Learning Outcomes

- 1) Communication – to communicate effectively;
- 2) Inquiry – to apply critical, logical, creative, aesthetic, or quantitative analytical reasoning to formulate a judgement or conclusion;
- 3) Social Consciousness – to understand what it means to be a socially conscious person, locally and globally;
- 4) Responsibility – to recognize how personal choices affect self and society.

Upon completion of the course, the student will be able to:

1. Know how Customer-Driven Marketing works.
 - 1.1 Explain how marketing creates utility.
 - 1.2 Know the 4 eras of marketing.
 - 1.3 Identify the basic elements of a marketing strategy.
2. Know the marketing environment, ethics, and social responsibility.
 - 2.1 Identify the marketing environment.
 - 2.2 Describe how the government interacts with marketing.
 - 2.3 Explain competition marketers face.
3. Know how Global Marketing works.
 - 3.1 Identify the key components in international marketing.
 - 3.2 Compare the alternative strategies for going international.
 - 3.3 Differentiate between a global and multi-domestic strategy.
4. Know how E-Commerce affects marketing.
 - 4.1 Define e-commerce and give examples of marketing on the Internet.
 - 4.2 Describe how marketers use the Internet.
 - 4.3 Identify the primary online marketing channels.
 - 4.4 Describe how an effective web site can enhance relationships.
5. Know how to succeed by using relationship and database marketing.
 - 5.1 Explain the key elements of relationship marketing.
 - 5.2 Explain the primary methods in measuring customer satisfaction.
 - 5.3 Discuss the value strategic alliances play in marketing.
6. Know how to do marketing planning and forecasting
 - 6.1 Distinguish between strategic and tactical planning.
 - 6.2 Identify steps in the marketing process.
 - 6.3 Describe SWOT Analysis.
 - 6.4 Explain how to forecast.

7. Know how to do marketing research and to use decision support systems.
 - 7.1 Explain the marketing research process.
 - 7.2 Difference between primary and secondary data.
 - 7.3 Methods of collecting data.
8. Know how to segment markets and target markets.
 - 8.1 Describe criteria for effective segmentation.
 - 8.2 Know how to reach the target market.
 - 8.3 Explain the 4 bases for segmenting markets.
9. Understand consumer behavior.
 - 9.1 Differentiate between customer and consumer behavior.
 - 9.2 Outline steps in the consumer decision process.
 - 9.3 Identify interpersonal determinants of consumer behavior.
10. Understand B2B: Business-to-Business marketing.
 - 10.1 Identify characteristics of the business market.
 - 10.2 Explain the buying center concept.
 - 10.3 Understand difference between consumer and B2B marketing.
11. Know Product Strategies
 - 11.1 Classify consumer and business markets.
 - 11.2 Understand the product life cycle and how to extend it.
 - 11.3 Relate product strategy to the marketing mix.
12. Know Distribution Strategies
 - 12.1 Know different types of distribution channels.
 - 12.2 Understand vertical marketing systems.
 - 12.3 Know the role of logistics.
13. Understand Advertising, Promotion, and Public Relations
 - 13.1 Know the different types of advertising.
 - 13.2 Know how to create a media schedule.
 - 13.3 Know how to create a marketing promotion.
14. Understand How to Manage a Pricing Strategy
 - 14.1 Know the different pricing strategies.
 - 14.2 Understand different pricing policies.
 - 14.3 Understand how transfer pricing works