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  X  No
If yes, please describe:

Corequisite(s): None

Pre- or Corequisite(s): None

Consent of Instructor: ☐ Yes  X  No

Delivery Method:  X  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)
 X  Online
☐ Blended
 X  Virtual Class Meeting (VCM)

Offered:  X  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

March 2022
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.

   3.1 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.

    10.1 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