

MKT 201 - PRINCIPLES OF MARKETING

Course Description

This course surveys the wide scope of marketing as it influences both profit and nonprofit firms with emphasis on the marketing concept as a business philosophy. Ethics, globalization, and technological advances in marketing will be explored. Elements of the marketing mix and the elements of the promotional mix will be studied and incorporated into a marketing plan. Target marketing and segmentation of consumer markets along with consumer buying behavior will be studied in this course. Group 2 course.

Credit Hours

3

Contact Hours

3

Lecture Hours

3

Recommended Prerequisites or Skills Competencies

BUS 101, ENG 111 minimum placement

General Education Outcomes supported by this course

Communications - Direct, Critical Thinking - Direct

Other college designations supported by this course

Infused: Writing Intensive

Course Learning Outcomes

Knowledge:

- Identify and summarize basic marketing terminology and practices.

Application:

- Demonstrate critical thinking skills and communication through questioning examples of media and the rhetoric that surrounds them.

Integration:

- Incorporate a specific marketing topic, applying theory to practice in real world application.

Human Dimension:

- Evaluate their strengths and weaknesses as potential marketers.

Caring - Civic Learning:

- Reflect on the influence of marketing on them as individuals and society.

Learning How to Learn:

- Organize parts of marketing into a marketing plan to integrate marketing skills into a business or service.