<table>
<thead>
<tr>
<th>Course Number Course Name</th>
<th>BA251 PRINCIPLES OF MARKETING</th>
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</thead>
<tbody>
<tr>
<td>Credit Value (Breakdown of theory and lab credits)</td>
<td>3 Theory</td>
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<tr>
<td>Catalog Course Description</td>
<td>This course covers the marketing process from the inception to conclusion of goods and services, including market, product distribution, promotion, and pricing strategies; devotes special attention to analysis of market and consumer behavior. (3, 3T+0S) (NM Common Course Number: MKTG 2113, Business Transfer Module)</td>
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</tbody>
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| Student Learning Outcomes/Objectives/Competencies of the Course | 1. Describe the professional, ethical, and social responsibilities of marketers.  
2. Explain the role of the product in the marketing mix, including the product life cycle, the relevance of product innovation, and product classifications.  
3. Illustrate the role of promotion in the marketing mix, including the communication process and the promotional mix.  
4. Explain the role of price in the marketing mix, including pricing objectives, pricing policies, and pricing methods.  
5. Describe the operation of channels of distribution and supply chains, including functions of intermediaries and degrees of coverage.  
6. Define the concepts of target markets and market segmentation with respect to elements of the marketing mix.  
7. Explain the importance of market research and information systems in supporting marketing decision making.  
8. Describe the dynamic environment(s) in which marketing decisions must be made. |
| College-Wide Student Learning Outcomes | 1. Communication  
2. Critical Thought  
3. Information Literacy  
4. Cultural Competence |

Outcome in Bold