



## SYLLABUS COLLEGE OF BUSINESS ADMINISTRATION

<b>Course Number</b> <b>Course Name</b>	BA251 PRINCIPLES OF MARKETING
<b>Credit Value</b> <b>(Breakdown of theory and lab credits)</b>	3 Theory
<b>Catalog Course Description</b>	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)
<b>Student Learning Outcomes/Objectives /Competencies of the Course</b>	<ol style="list-style-type: none"> <li>1. Describe the professional, ethical, and social responsibilities of marketers.</li> <li>2. Explain the role of the product in the marketing mix, including the product life cycle, the relevance of product innovation, and product classifications.</li> <li>3. Illustrate the role of promotion in the marketing mix, including the communication process and the promotional mix.</li> <li>4. Explain the role of price in the marketing mix, including pricing objectives, pricing policies, and pricing methods.</li> <li>5. Describe the operation of channels of distribution and supply chains, including functions of intermediaries and degrees of coverage.</li> <li>6. Define the concepts of target markets and market segmentation with respect to elements of the marketing mix.</li> <li>7. Explain the importance of market research and information systems in supporting marketing decision making.</li> <li>8. Describe the dynamic environment(s) in which marketing decisions must be made.</li> </ol>
<b>College-Wide Student Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Communication</li> <li><b>2. Critical Thought</b></li> <li>3. Information Literacy</li> <li>4. Cultural Competence</li> </ol> <p>Outcome in Bold</p>