



## MKTG 2110 Principles of Marketing

<b>Course Number</b>	MKTG 2110
<b>Course Name</b>	Principles of Marketing
<b>Credit Value (Breakdown of theory and lab credits)</b>	3 Theory
<b>Catalog Course Description</b>	Survey of modern marketing concepts and practices focusing on the marketing mix: product, pricing, promotion, and distribution strategies. Topics include; the marketing environment, consumer behavior, marketing research, target marketing, and the ethical and social responsibilities of marketers. (3, 3T+0L)
<b>Course Student Learning Outcomes/Objectives /Competencies</b>	<p>After successfully completing the course, students will have gained an understanding of the critical role the marketing function plays, as well as the specific contributions marketing personnel make, in the achievement of a business's vision, mission and key objectives. Additionally, they be able to articulate how a product or service solution moves from initial concept to market success. Specifically, they will be able to:</p> <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 measured (General education courses only)</b>	<ol style="list-style-type: none"> <li>1. Communication</li> <li>2. Critical Thought</li> <li>3. Information Literacy</li> <li>4. Cultural Competence</li> </ol>
<b>Program Student Learning Outcomes measured</b>	