COMMON COURSE OUTLINE: Course discipline/number/title: BUS 2201: Principles of Marketing

A. CATALOG DESCRIPTION
1. Credits: 3
2. Hours/Week: 3
3. Prerequisites (Course discipline/number): College level reading or permission of instructor
4. MnTC Goals (if any): NA

This course provides the student with an introduction to marketing analysis, planning, decision-making and program implementation. Students gain an understanding of the principles of marketing and their interrelationship through a development of a formal market plan. RECOMMENDED ENTRY SKILLS/KNOWLEDGE: College level reading.

B. DATE LAST REVISED (Month, year): January, 2014

C. OUTLINE OF MAJOR CONTENT AREAS:
1. Developing & Managing the Marketing Plan
2. Developing Successful Marketing and Organizational Strategies
3. Scanning the Marketing Environment
4. Understanding Buyers and Markets
5. Building Customer Satisfaction Through Quality Service & Value
6. Establishing an Effective Price Strategy
7. Managing Marketing Channels And Supply Chains
8. Understanding Ethics and Social Responsibility in Marketing
9. Utilizing technology as a Marketing Communications & Planning Tool
10. Managing the Marketing Process

D. LEARNING OUTCOMES (GENERAL): The student will be able to:
1. Apply the marketing concepts, pricing, product development, promotion, consumer behavior, and distribution channels in designing an effective marketing plan.
2. Analyze the element of the marketing mix (product, price, place and promotion), their interrelationships, and how they are used in the strategic marketing process.
3. Explain how organizations coordinate the marketing mix elements as part of their strategic marketing initiatives in the context of various environmental situations.
4. Recognize the various perspectives on consumer and organizational buying behavior as a means for better meeting the wants and needs of target customers.
5. Explain how organizations build customer relationships and customer value through marketing.
6. Establish effective price strategies and evaluate the role of organizational objectives, consumer behavior, and costs in pricing decisions.
7. Describe factors managers consider when selecting and managing marketing channels and supply chains.
8. Identify factors that influence ethics and social responsibility in marketing.
9. Identify major social networks and explain how managers integrate them into their organizations’ marketing actions.
10. Develop skills in market analysis, planning, decision-making, and program implementation.

E. LEARNING OUTCOMES (MNTC): NA

F. METHODS FOR EVALUATION OF STUDENT LEARNING:
1. Exams
2. Assignments/Case analysis
3. Market Plan Presentation and Written Market Plan

G. RCTC CORE OUTCOME(S) ADDRESSED:
- Communication
- Critical Thinking
- Global Awareness/Diversity

H. SPECIAL INFORMATION (if any): None