

Course discipline/number/title: BUS 2201: Principles of Marketing

A. CATALOG DESCRIPTION

1. **Credits:** 3
2. **Hours/Week:** 3
3. **Prerequisites (Course discipline/number):** None
4. **Other requirements:** College level reading is recommended for this course.
5. **MnTC Goals (if any):** NA

B. COURSE DESCRIPTION:

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.

C. DATE LAST REVISED (Month, year): February, 2023

D. OUTLINE OF MAJOR CONTENT AREAS:

1. Designing and Managing the Marketing Plan
2. Developing Successful Marketing and Organizational Strategies
3. Understanding Buyers and Markets
4. Building Customer Satisfaction Through Quality Products and Services
5. Establishing Effective Price Strategies
6. Managing Marketing Channels and Supply Chains
7. Analyzing the Social Media Landscape
8. Building Integrated Marketing Communications with Digital and Traditional Mediums
9. Managing the Marketing Process

E. LEARNING OUTCOMES (GENERAL): The student will be able to:

1. Analyze and explain the marketing mix components (product, price, place and promotion) and their interrelationship in the context of the strategic marketing plan.
2. Examine consumer and organizational buying preferences by identifying trends within user generated content and market research with the objective of understanding its impact to the marketing process.
3. Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.
4. Explain the value of customer loyalty and the methods used by organizations to build customer relationships.
5. Establish effective price strategies and evaluate the role of organizational objectives, consumer behavior, and costs in pricing decisions.
6. Describe factors managers consider in developing products and selecting and managing marketing channels/supply chains.
7. Analyze the social media landscape and explain the use of this communication channel within the context of an organization's marketing efforts.
8. Recognize the importance of emerging technology (Voice Assistants, Artificial Intelligence) and its influences upon consumer and organizational purchasing behavior.
9. Design an integrated marketing approach utilizing both the digital and traditional marketing mediums for communication.
10. Develop a data driven decision making framework for measuring an organization's marketing efforts.
11. Apply and integrate the marketing concept with effective product, price, promotion, and distribution strategies in designing an effective marketing plan.
12. Develop skills in market analysis, planning, decision-making, and program implementation.

F. LEARNING OUTCOMES (MNTC): NA

G. METHODS FOR EVALUATION OF STUDENT LEARNING: Methods may include but are not limited to:

1. Assignments and Projects
2. Exams and Quizzes
3. Market plan presentation and written market plan paper

- H. **RCTC CORE OUTCOME(S).** This course contributes to meeting the following RCTC Core Outcomes(s):
Critical Thinking. Students will think systematically and explore information thoroughly before accepting or formulating a position or conclusion.
- I. **SPECIAL INFORMATION (if any):** None