
SECTION HEADING

BUS 2230: Principles of Marketing

Description

Principles of Marketing analyzes the role and importance of marketing as a directing force in a business organization and its relationship to our society. Emphasis is placed on principles, methods, and problems involved in the marketing operations of the firm, including development, pricing, marketing channels, and promotion.

Credits

3

Prerequisite

None

Corequisite

None

Topics to be Covered

1. An Overview of Marketing
2. Marketing Project Discussion
3. Strategic Marketing
4. The Marketing Environment
5. Social Responsibility and Ethics in Marketing
6. Global Markets and International Marketing
7. Market Research and Information Systems
8. Target Markets: Segmentation and Evaluation
9. Consumer Buying Behavior
10. Organizational Markets and Buying Behavior
11. Product Concepts
12. Developing and Managing Products
13. Branding and Packaging
14. Services
15. Marketing Channels and Supply Chain Management
16. Wholesaling and Physical Distribution
17. Retailing
18. Integrated Marketing Communication
19. Advertising and Public Relations
20. Personal Selling and Sales Promotion
21. Pricing Concepts
22. Setting Price

Learning Outcomes

1. Discuss how ethical and social responsibility issues affect marketing decisions and impact consumers.
2. Identify the elements of strategic marketing planning.
3. Define the processes and factors influencing the targeting of the marketplace.
4. Identify the decision making processes of individual consumers and organizations.
5. Examine product concepts and strategies used to create value in the marketplace.

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6. Examine pricing concepts and techniques that capture value
7. Discuss channel and supply chain management concepts to deliver value to all channel members.
8. Define marketing communication concepts that effectively promote products/services.
9. Examine the external marketing environments that impact a firm.
10. Identify the basic elements in developing a global marketing mix strategy.
11. Apply marketing concepts to real world situations.

Credit Details

Lecture: 3

Lab: 0

OJT: 0

MnTC Goal Area(s): None

Transfer Pathway Competencies

1. Understand how ethical and social responsibility issues affect marketing decisions and impact consumers.
2. Understand the elements of strategic marketing planning.
3. Understand the processes and factors influencing the targeting of the marketplace.
4. Understand the decision making processes of individual consumers and organizations.
5. Understand product concepts and strategies used to create value in the marketplace.
6. Understand pricing concepts and techniques that capture value.
7. Understand channel and supply chain management concepts to deliver value to all channel members.
8. Understand marketing communication concepts that effectively promote products/services.
9. Understand the external marketing environments that impact a firm.
10. Understand the basic elements in developing a global marketing mix strategy.
11. Apply marketing concepts to real world situations.