

MKT 100 – Principles of Marketing

Course Description

Introduces basic marketing principles and concepts. Emphasis is placed on the development of marketing strategy and the major components of the marketing mix (product, price, promotion, and distribution). Reviews the critical environmental factors of markets, domestic and international, and customer behavior characteristics that affect marketing operations. Highlights the integration of marketing with other functions in a business organization.

Instructional Materials

Pride, W. M., & Ferrel, O. C. (2013). *Foundations of marketing* (5th ed.). Mason, OH: South-Western Cengage Learning.

Course Learning Outcomes

1. Identify the key concepts of marketing and its function in society.
2. Explain the fundamentals of marketing, including product, price, distribution, and promotion in a global environment.
3. Determine the marketing planning process, market segmentation, and the development of the key elements of a marketing strategy.
4. Identify ethical issues involved in marketing.
5. Understand customer relationship management.
6. Determine the elements of marketing research.
7. Determine the factors affecting the behavior of consumers and commercial / organizational buyers.
8. Understand the key elements of business marketing, including product, price, distribution, and promotion.
9. Identify the key factors in establishing price.
10. Describe logistics and marketing distribution channels.
11. Describe the major elements of the retail environment.
12. Explain the considerations of a promotional mix.
13. Determine the roles of integrated marketing communications, advertising, and public relations in marketing.
14. Explain the key components of consumer and business sales promotion.
15. Use technology and information resources to research issues in marketing.
16. Write clearly and concisely about marketing using proper writing mechanics.