

## **MKT 120 PRINCIPLES OF MARKETING**

### **COURSE DESCRIPTION:**

Prerequisites: ENG 090 and RED 090 or DRE 098, or satisfactory score on placement test

Corequisites: None

This course introduces principles and problems of marketing goods and services. Topics include promotion, placement, and pricing strategies for products. Upon completion, students should be able to apply marketing principles in organizational decision-making. Course Hours per Week: Class, 3. Semester Hours Credit, 3.

### **LEARNING OUTCOMES:**

Upon completing the requirements for this course, the student will be able to:

1. Define the role of marketing in business.
2. Explain the role of selling, customer relations and product management in marketing.
3. Describe marketing.
4. Define pricing and channel management strategies.

### **OUTLINE OF INSTRUCTION:**

- I. The foundation of marketing
  - A. Marketing defined
  - B. The evolution of marketing
  - C. Marketing strategy and elements of the marketing mix
  - D. Marketing in the future
- II. Environmental forces and marketing ethics
  - A. Analysis of the marketing environment
  - B. Elements of the marketing environment
  - C. Ethics and social responsibility in the marketing environment
- III. Strategic marketing planning and forecasting
  - A. Strategic planning concepts
  - B. The strategic marketing planning process
  - C. Sales forecasting
  - D. Components of a marketing plan
- IV. The consumer market
  - A. Consumer behavior and the marketing mix
  - B. Consumer decision making
  - C. Influences on consumer decisions
- V. Marketing research and analysis
  - A. The role of marketing information
  - B. The marketing research process

- C. Researching in international markets
  - D. The ethics of marketing research
- VI. Segmentation, targeting, and positioning
  - A. Identifying market segments
  - B. Selecting target segments
  - C. Positioning
  - D. Repositioning
- VII. Product concepts
  - A. What is a product?
  - B. Product classification
  - C. Elements of a product
  - D. Special product issues
- VIII. Product management
  - A. Managing the product mix
  - B. Developing new products
  - C. Predicting new-product success
- IX. Service and nonprofit marketing
  - A. Defining service marketing
  - B. Understanding the market for services
  - C. Planning strategy and tactics for service marketing
  - D. Defining nonprofit marketing
- X. Pricing strategy
  - A. The role of price in the marketing mix
  - B. Overview of the pricing process
  - C. Price strategy
- XI. Marketing channels
  - A. Foundations of marketing channels
  - B. Basic channel functions
  - C. Types of marketing channels
  - D. Channel strategy decisions
  - E. Legal issues
- XII. Wholesaling and industrial distribution
  - A. The role of wholesaling
  - B. Types of wholesalers
  - C. Criteria for selecting wholesalers
  - D. Strategic wholesaling management
- XIII. Retailing
  - A. The nature and importance of retailing
  - B. The evolution of retailing
  - C. Retail marketing strategies

- D. Categories of retailing
- XIV. Promotional strategies and processes
  - A. The role of promotion
  - B. The elements of promotion
  - C. Promotion and the communication process
  - D. The promotional mix
  - E. Promotion and society
- XV. Intercultural and international marketing
  - A. Defining intercultural marketing
  - B. Defining international marketing
  - C. Assessing social elements in international marketing
  - D. Developing the level of international involvement
  - E. Developing international marketing strategies
- XVI. Quality and customer service
  - A. The new meaning of quality and customer service
  - B. Quality and customer service in the marketing mix
  - C. The marketing department's contribution to product quality
  - D. A plan for customer service

**REQUIRED TEXTBOOK AND MATERIALS:**

The textbook and other instructional materials will be determined by the instructor to insure that current and relevant concepts and theories are present.