

MAKT 201 : Principles of Marketing

Comprehensive study of structure and functions of marketing system in the firm, economy, and society; analysis of target markets, environments, and managerial aspects of marketing practices. Learners will learn how marketers deliver value in satisfying customer needs and wants, appropriateness of service marketing products, services, and programs to serve these markets, and determine which target markets the organization can best serve. Other topics for this course include branding pricing strategies, product development, marketing research, promotion, and service marketing supply chain management. Throughout the course, marketing metrics will be used throughout the course to assess the impact of marketing strategies.

Credits 3

CIP Code

52.1401

Prerequisites

Or any 3 credit hours MATH. LIBR 150 may be taken concurrently.

Prerequisite Courses

ENGL 111

LIBR 150

MATH 110

Course Outcomes

After successfully completing the course, the learner will be able to:

- Describe the different environments in which marketing operates and their effects including: demographic, economic, social-cultural, political-legal, technological, and competitive.
- Compare the different tools of marketing research and marketing information systems and how they are used in modern marketing.
- Define the marketing concept and the “4 Ps” of marketing: product, placement, pricing, and promotion.
- Illustrate marketing segmentation and target market selection through the analysis of real-world products and marketing efforts.
- Describe consumer behavior and how buyers make decisions.
- Compare marketing on the Internet with traditional marketing channels.
- Contrast marketing to consumers with organizational markets.
- Identify and describe the most important international trading markets and organizations including NAFTA, EU, and the WTO.
- Understand how marketing is related to other business functions and its importance to the success of the business entity.
- Understand the importance of consumer behavior as it relates to buying behavior.
- Identify, analyze and use source of marketing research information to aid in decision-making.
- Identify, understand and apply basic marketing concepts to solving marketing challenges.
- Understand good marketing practices and techniques and how to apply them.
- Develop a sound, integrated marketing plan.