



PRINCIPLES OF MARKETING — MKTC 1000

A. Course Description

- **Credits:** 3.00
- **Lecture Hours/Week:** 3.00
- **Lab Hours/Week:** 0.00
- **OJT Hours/Week:** 0
- **Prerequisites:** None
- **Corequisites:** None
- **MnTC Goals:** None

Marketing is the building of business relationships between an organization and a consumer. This course examines the business function of marketing. Students will learn how marketers deliver value in satisfying customer needs and wants, determine target markets best served by the organization, and decide upon appropriate products, services, and programs to serve these markets. Students will explore topics including legal issues, consumer behavior, ethics, competition, economics, technology, and global factors affecting product and services, pricing, promotion, personnel, and distribution decisions.

B. Course Effective Dates: 6/3/02 – Present

C. Outline of Major Content Areas

As noted on course syllabus

D. Learning Outcomes

1. discuss branding for the internet
2. Describe the importance of global marketing and the role of regulations, ethics, and social responsibility in business.
3. Explain fully the marketing mix and promotional mix components.
4. Apply concepts, processes, and factors affecting market segmentation, target marketing, consumer behavior, organizational decision-making, and the Ps of marketing, including: Product, Price, Place, Promotion, and People.
5. Analyze secondary and primary research outcomes for decision-making in a marketing plan.
6. Create a comprehensive marketing plan using the marketing mix and basic business and marketing concepts.
7. Assess marketing effectiveness for measuring marketing strategies in a marketing plan.
8. Discuss branding for the internet.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

F. Learner Outcomes Assessment

As noted on course syllabus

G. Special Information

None noted