



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

Introduction to marketing terms, concepts, and skills useful in analyzing marketing problems. Covers legal, behavioral, ethical, competitive, economic, technological and international factors affecting product, pricing, promotion, and marketing channel decisions. Identify factors marketing managers take into account when creating a marketing plan, including buying behavior, market segmentation, product life cycle, packaging, branding, pricing, advertising, sales promotion, public relations, personal selling, and product distribution methods. DUAL NUMBERED WITH IDES2300. Prerequisites: None.

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

C. Outline of Major Content Areas

As noted on course syllabus

D. Learning Outcomes

1. describe advertising management
2. describe advertising message strategies
3. describe concept of integrated marketing communications process
4. describe media strategy and planning
5. describe public relations programs and sponsorships
6. describe the basics of Marketing Communications
7. describe the basics of consumer buyer behaviors
8. describe the concept of branding
9. describe the idea of positioning
10. describe the purpose of public relations events
11. describe the responsibilities of the Federal Trade Commission
12. describe the types of evaluation available for marketing

13. describe types of trade promotions
14. discuss branding for the internet
15. discuss customer service on the internet
16. discuss how to use data to develop marketing programs
17. discuss marketing functions on the Internet
18. discuss the importance of evaluation for integrated marketing
19. discuss the objectives of database marketing
20. discuss the objectives of direct marketing programs
21. discuss the process of building a data warehouse
22. explain advertising design theories
23. explain business-to-business buyer behaviors
24. explain business-to-business e-commerce
25. explain direct marketing on the internet
26. explain e-commerce components
27. explain how to choose an advertising agency
28. explain how to collect data for database marketing
29. explain how to mine data for information
30. explain permission marketing
31. explain positioning
32. explain sales support for the internet
33. explain target market
34. explain the basics of creating, rejuvenating, changing and conveying an image
35. explain the functions of a public relations department
36. explain the marketing mix
37. explain the reasons for regulating marketing practices
38. explain types of consumer promotions
39. identify advertising objectives
40. identify consumer and business segmentation
41. identify e-commerce incentives
42. identify governmental regulatory agencies
43. identify marketing components of direct marketing
44. identify media selection options
45. identify new trends in business-to-business selling
46. identify public relations stakeholders
47. identify the codes of marketing communications ethics
48. use the personal selling process

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

F. Learner Outcomes Assessment

As noted on course syllabus

G. Special Information

None noted