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.

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

C. Outline of Major Content Areas

As noted on course syllabus

D. Learning Outcomes

1. Analyze secondary and primary research outcomes for decision-making in a marketing plan.
2. 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.
3. Assess marketing effectiveness for measuring marketing strategies in a marketing plan.
4. Create a comprehensive marketing plan using the marketing mix and basic business and marketing concepts.
5. Describe the importance of global marketing and the role of regulations, ethics, and social responsibility in business.
6. Explain fully the marketing mix and promotional mix components.
7. 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