

Prepared by the Department of Business

Date of Departmental Approval: January 19, 2017

Date approved by Curriculum and Programs: February 15, 2017

Effective: Fall 2017

1. Course Number: MKT 100
Course Title: Marketing

2. Description: This course focuses on the basic principles, problems, and practices in marketing. Students learn marketing strategies, design of marketing mixes, and market planning in a changing environment.

3. Student Learning Outcomes (instructional objectives: intellectual skills):

Upon successful completion of this course, students are able to do the following:

- Describe the importance and scope of marketing activities for various organizations
- Conduct both primary and secondary marketing research
- Define the role and operation of the marketing system within a global context
- Apply marketing strategies to a wide variety of organizational situations
- List the ethical implications raised by marketing activities
- Analyze a specific organization's marketing strategy intensively and prepare recommendations for improved performance

4. Credits: 3 credits

5. Satisfies General Education Requirement: No

6. Prerequisite(s): ENL108 (Critical Reading & Thinking) satisfactory basic skills assessment score

7. Semester(s) Offered: Fall, Spring, Summer

8. Suggested General Guidelines for Evaluation: The course grade is based on an evaluation of homework assignments, quizzes, examinations and a strategic marketing assessment.

9. General Topical Outline (Optional):

- Overview of marketing
- Strategic planning for competitive advantage
- Ethics and social responsibility
- The marketing environment
- Developing a global vision
- Consumer decision making
- Business marketing
- Segmenting and targeting markets
- Marketing research
- Product concepts
- Developing and managing products
- Services and nonprofit organization marketing
- Supply chain management
- Marketing channels and retailing
- Marketing communications
- Advertising, public relations and sales promotion
- Personal selling and sales management
- Social media and marketing