BUAD 3361: Marketing

A. COURSE DESCRIPTION
   Credits: 3
   Lecture Hours/Week: *.*
   Lab Hours/Week: *.*
   OJT Hours/Week: *.*
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None
   Procedures and institutions involved in the distribution of goods and services, product development and
   pricing, marketing costs, consumer motivation and buying habits, and government regulation.
   Prerequisites: ACCT 1102, ECON 2100, and BUAD 2231; or consent of instructor and junior standing.

B. COURSE EFFECTIVE DATES: 08/20/1997 - Present

C. OUTLINE OF MAJOR CONTENT AREAS
   1. Marketing: The Art and Science of Satisfying Customers
   2. Strategic Planning in Contemporary Marketing
   3. Marketing Environment, Ethics and Social Responsibility
   4. E-business: Managing the Customer Experience
   5. Consumer Behavior
   6. Business to Business (B to B) Marketing
   7. Global Marketing
   8. Marketing Research and Sales Forecasting
   9. Market Segmentation, Targeting and Positioning
   10. Relationship Marketing and CRM
   11. Product and Service Strategies
   12. Developing and Managing Brand and Product Categories
   13. Marketing Channels and Supply Chain Management
   14. Retailers, Wholesalers, and direct Marketers
   15. Integrated Marketing Communications
   16. Advertising and Public Relations
   17. Personal Selling and Sales Promotion
   18. Pricing Concepts
   19. Pricing Strategies
   20. Developing an Effective Marketing Plan
   21. Financial Analysis in Marketing

D. LEARNING OUTCOMES (General)
   1. gain an understanding of basic marketing concepts.
   2. will be able to use that understanding to make better decisions in both their personal and professional
      lives
E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted