

North Hennepin Community College

BUS 2600: Principles of Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course provides a market-oriented perspective to business decision-making. Students will learn how marketers provide value in satisfying customer needs and wants, determine which target markets the organization can best serve, and decide upon appropriate products, services, and programs to serve these markets. Topics include branding and product development, pricing strategies, marketing research, promotion, supply chain management, and service marketing. Current trends and developments in marketing practices are analyzed and strategic marketing ideas are implemented within an ethical framework. Courses Recommended: BUS 1100 Introduction to Business and CIS 1101 Business Computer Systems I

B. COURSE EFFECTIVE DATES: 05/11/2017 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. The marketing concept, marketing mix, and marketing environment
2. Value, utility, and relationship management
3. The strategic marketing process, planning tools, and the components of a marketing plan
4. Marketing ethics, social responsibility, and marketing-related legislation and agencies
5. The marketing research process, common collection methods, types of data, and sampling techniques
6. Segmentation and targeting strategies
7. Consumer versus business buying behavior concepts, levels of consumer problem solving, the consumer decision making process, and the major influences on the consumer decision making process
8. The nature of global marketing, global environmental forces, and levels of international involvement
9. Product classification, product mix organization, the product life cycle, product adoption categories, branding, product development, product positioning, and the characteristics of services
10. The role of price, the components of profit, demand and elasticity, and pricing strategies
11. The role of distribution, marketing channels, intensity of market coverage, channel conflict, logistics, store and nonstore retailing, wholesaling types and functions
12. The role of promotion, integrated marketing communication, the promotional mix, push and pull policy, and traditional and novel promotion strategies

D. LEARNING OUTCOMES (General)

1. Understand the external marketing environments that impact a firm. (ELO1)
2. Understand the elements of strategic marketing planning. (ELO1)
3. Understand the basic elements in developing a global marketing mix strategy. (ELO1)
4. Understand the processes and factors influencing the targeting of the marketplace. (ELO1)
5. Understand the decision making processes of individual consumers and organizations. (ELO1)
6. Understand product concepts and strategies used to create value in the marketplace. (ELO1)
7. Understand pricing concepts and techniques that capture value. (ELO1)
8. Understand channel and supply chain management concepts to deliver value to all channel members. (ELO1)
9. Understand marketing communication concepts that effectively promote products/services. (ELO1)
10. Analyze marketing problems and apply basic marketing concepts to develop proactive and/or reactive solutions collectively in diverse student teams (ELO 2)
11. Identify and relate the effects of the legal, societal, ethical, competitive, and technical environment to marketing efforts (ELO 1)
12. Demonstrate a fundamental understanding of the ethics and social responsibility of marketing (ELO3)
13. Apply the marketing concept through the completion of a comprehensive marketing plan (ELO1, 4)

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

1. Knowledge of Human Cultures and the Physical and Natural World --Through study in the sciences, mathematics, social sciences, humanities, histories, languages, the arts, technology and professions.
2. Intellectual and Practical Skills - Including: Inquiry and analysis; Critical and creative thinking; Written and oral communication; Quantitative literacy; Information literacy; Teamwork and problem solving.
3. Personal and Social Responsibility and Engagement - Including: Civic knowledge and involvement; campus, local and global; Intercultural knowledge and competence; Ethical reasoning and action; Foundations and skills for lifelong learning .
4. Integrative and Applied Learning - Including: Synthesis and advanced accomplishment across general education, liberal studies, specialized studies and activities in the broader campus community