

Inver Hills Community College

BUS 2004: Principles of Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Provides an overview of the marketing process and examines the role of government, the marketing environment, consumer behavior, and the marketing function within an enterprise. Students will learn how to develop and implement an effective marketing plan which includes identification of target markets and the utilization of the appropriate marketing mix (product, price, promotion, and distribution). The course also covers essential marketing concepts and terminology such as positioning, segmentation, relationship marketing, marketing information systems, etc.

B. COURSE EFFECTIVE DATES: 01/09/2017 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. The marketing environment, including strategic planning, ethics, and developing a global vision which includes a marketing mix strategy. 10%
2. Marketing decision-making, including consumer decision making, and business business decision making processes. 10%
3. Marketing research techniques for the external environment, including industry, competitors, the economy, and government regulations. 10%
4. Market segmentation and target market identification. 10%
5. Product development and management for consumers, businesses, and non-profits. 10%
6. Pricing concepts and techniques which capture value for both small and large organizations. 10%
7. Supply chain management fundamentals, including channel members, product title, and enterprise-wide applications used in modern organizations to deliver value throughout the distribution channel. 10%
8. Marketing communication, including advertising, sales promotions, social media, and presentations. 10%
9. Application of marketing concepts to the real-world through the development of a marketing plan. 20%

D. LEARNING OUTCOMES (General)

1. Understand the ethical and social responsibility issues surrounding the marketing function within both small and large organizations.
2. Understand the elements and techniques of strategic planning.
3. Identify steps consumers and organizations use throughout the buying process.
4. Access market opportunities through industry research and the external environment, including, competitors, technology, and government policies.
5. Perform segmentation analysis by incorporating demographics, geography, lifestyle and other factors.
6. Select target markets from market segmentation analysis which offer the potential for high investment returns.
7. Create a marketing mix (product, price, place, promotion) for target markets.
8. Develop a professional marketing plan for use in real-world situations, which incorporates the following components: Executive Summary, Industry Analysis, Segmentation Approach, Target Market Identification, Marketing Mix, Sales Forecast, and Implementation and Control.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted