Alexandria Technical and Community College

MKTG 2525: Principles of Marketing

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 3
Lab Hours/Week: *.*
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

This is an introductory course to provide learners with basic concepts of marketing as well as gain an understanding of the functions of marketing and how they relate to the entire marketing cycle. Learners will examine how marketing strategies affect consumerism from a variety of perspectives.

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

C. OUTLINE OF MAJOR CONTENT AREAS

1. Describe terminology and concepts related to marketing
2. Apply elements found in strategic marketing plans
3. Explain ethical behavior, social responsibility, and sustainability
4. Discuss consumer behavior and decision-making
5. Describe marketing channels and supply chain management
6. Apply market segmentation and target marketing
7. Examine factors that affect the marketing environment
8. Develop a marketing research proposal
9. Examine development and management of products
10. Identify integrated marketing communications

D. LEARNING OUTCOMES (General)

1. The learner will apply terminology and concepts related to marketing.
2. The learner will create elements of a strategic marketing plan.
3. The learner will explain how ethical behavior, social responsibility, and sustainability impact marketing decisions.
4. The learner will describe the external marketing environment, social factors, and importance of the global marketplace.
5. The learner will identify and explain components found in integrated marketing communications.
6. The learner will identify consumer behavior and decision-making factors.
7. The learner will apply market segmentation and target marketing.
8. The learner will develop a marketing research proposal and survey.
9. The learner will create a product or service concept plan.
10. The learner will describe marketing channels and supply chain management

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted