

Minnesota State College Southeast

RESL 1210: Introduction to Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course introduces the basic principles of marketing and how they apply to our economy today. The student will be given the opportunity to apply elements of the marketing mix and market research in case studies. (Prerequisite: None) (3 credits: 3 lecture/0 lab)

B. COURSE EFFECTIVE DATES: 04/27/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Explain marketing concept
2. List marketing functions
3. Describe marketing functions and who performs them
4. Plan marketing strategy
5. Describe marketing manager's job
6. Explain marketing plan
7. Explain marketing mix
8. Identify target market
9. Explain market segmentation
10. Explain market research
11. Describe market research planning process
12. Solve marketing problems
13. Explain buyer decision-making process
14. Explain psychological/sociological buyer influences
15. Define consumer goods classifications
16. Define industrial goods classifications
17. Explain consumer market characteristics
18. Explain industrial market characteristics
19. Define product
20. Explain product life cycle
21. Identify product-marketing strategies
22. Describe branding concepts
23. Describe packaging concepts
24. Explain merchandising role
25. Explain pricing role
26. Explain pricing objectives
27. Explain market pricing influences
28. Identify pricing methods
29. Describe promotional environments
30. Describe promotional mix
31. Explain advertising
32. Explain sales promotion
33. Explain publicity
34. Describe distribution channels
35. Describe retailing function
36. Describe wholesaling function
37. Explain physical distribution
38. Describe international marketing
39. Describe service/non-profit marketing

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted