

Minnesota State College Southeast

SMGT 1208: Marketing for Managers

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, which the student will be given the opportunity to apply through various case problems. The student will analyze what portion of marketing their managerial job can have an impact on. (Prerequisite: None) (3 credits: 3 lecture/0 lab)

B. COURSE EFFECTIVE DATES: 10/13/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. The marketplace and marketing concepts
2. Value creation and delivery
3. How marketing affects their managerial roles

D. LEARNING OUTCOMES (General)

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

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted