

Minnesota State College Southeast

BUSN 2225: 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

An introduction to the study of marketing in business and other organizations. Topics include: the marketing environment, marketing strategies and decision-making, marketing ethics and the international dimension of marketing strategy. (Prerequisite: none) (3 credits: 3 lecture/0 lab)

B. COURSE EFFECTIVE DATES: 02/26/2018 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Compare strategies of marketing
2. Differentiate concepts and processes available
3. Design usable marketing plans
4. Examine external marketing environments

D. LEARNING OUTCOMES (General)

1. Describe how ethical and social responsibility issues affect marketing decisions and impact consumers
2. Discuss the elements of strategic marketing planning
3. Explain the processes and factors influencing the targeting of the marketplace
4. Discuss the decision making processes of individual consumers and organizations
5. Compare product concepts and strategies used to create value in the marketplace
6. Explain pricing concepts and techniques that capture value
7. Compare channel and supply chain management concepts to deliver value to all channel members
8. Discuss marketing communication concepts that effectively promote products/services
9. Explain the external marketing environments that impact a firm
10. Describe the basic elements in developing a global marketing mix strategy
11. Apply marketing concepts to real world situations

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted