South Central College

MKT 1810  Principles of Marketing

Course Outcome Summary

Course Information

Description  This course introduces the student to the dynamic field of marketing. The course will examine the different strategies and techniques used by business today to market their products and services to the consumer. The major emphasis will revolve around the four "P's" of marketing; product, price, place and promotion.  
(Prerequisite: None)

Total Credits  3
Total Hours  48

Types of Instruction

Instruction Type  Credits/Hours
Lecture  3/48

Pre/Corequisites
None

Institutional Core Competencies

Critical and Creative Thinking - Students will be able to demonstrate purposeful thinking with the goal of using a creative process for developing and building upon ideas and/or the goal of using a critical process for the analyzing and evaluating of ideas.

Course Competencies

1. Provide an Overview of Marketing
   Learning Objectives
   - Define the term marketing
   - Describe four marketing management philosophies
   - Explain how firms implement the marketing concept
   - Describe the marketing process and identify the variables that make up the marketing mix
   - Describe the role of ethics and ethical decisions in business
   - Understand how ethical and social responsibility issues affect marketing decisions and impact consumers.
   - Apply marketing concepts to real world situations.

2. Identify the Marketing Environment
   Learning Objectives
Discuss the external environment of marketing
Describe the social factors that affect marketing
Explain the importance to marketing managers of current demographic trends
Identify consumer and marketer reactions to the state of the economy
Identify the impact of technology on a firm
Discuss the political and legal environment of marketing
Understand the elements of strategic marketing planning.
Understand the external marketing environments that impact a firm.

3. **Develop a Global Vision**

Learning Objectives
Discuss the importance of global marketing
Discuss the impact of multinational firms on the world economy
Describe the external environment facing global marketers
Identify the various ways of entering the global marketplace
Understand the basic elements in developing a global marketing mix strategy.

4. **Explain Consumer Decision Making**

Learning Objectives
Explain why marketing managers should understand consumer behavior
Analyze the components of the consumer decision-making process
Explain the consumer’s post-purchase evaluation process
Identify the types of consumer buying decisions
Identify and understand the cultural factors that affect consumer buying decisions
Identify and understand the social factors that affect consumer buying decisions
Identify and understand the psychological factors that affect the consumer buying decisions
Understand the process and factors influencing the targeting of the marketplace.
Understand the decision making process of individual consumers and organizations.

5. **Identify Product and Services Concepts**

Learning Objectives
Define the term product
Classify consumer products
Discuss the importance of services to the economy
Discuss the differences between services and goods
Describe marketing uses of branding
Define the terms product item, product line, and product mix
Understand product concepts and strategies used to create value in the marketplace.

6. **Develop and Manage Products**

Learning Objectives
Explain the importance of developing new products
Describe the six categories of new products
Explain the steps in the new product development process
Explain the diffusion process through which new products are adopted
Explain the concept of product life cycles
Understand marketing communication concepts that effectively promote products (i.e. goods and services).

7. **Identify Marketing Channels and Supply Chain Management**

Learning Objectives
Explain what a marketing channel is and why intermediaries are needed
Define the type of channel intermediaries
Describe the channel structures for consumer and business products
Define supply chain management
Discuss the issues that influence channel strategy
Describe the logistical components of the supply chain
Understand channel and supply chain management concepts to deliver value to all channel members.

8. **Describe Retail Management**
Learning Objectives
Discuss the importance of retailing in the U.S. economy
Explain the dimensions by which retailers can be classified
Describe the major types of retail operations
Discuss non-store retailing techniques
Define franchising and describe its two basic forms
Describe new developments in retailing

9. Apply Pricing Concepts

Learning Objectives
Discuss the importance of pricing
List and explain a variety of pricing objectives
Explain the role of demand in price determination
Understand the concept of yield management systems
Describe cost oriented pricing strategies
Describe the procedure for setting the right price
Identify the legal and ethical constraints on pricing decisions
Understand pricing concepts and techniques that capture value.

SCC Accessibility Statement
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