South Central College

MKT 1950  Special Topics in Marketing

Common Course Outline

Course Information

Description
All Special Topics in Marketing courses help students understand how marketing is part of and impacts consumers, business and society. Students will explore broad marketing concepts such as products, price, distribution and promotion through a specific topic of relevance. Any Special Topics in Marketing offering will be specially designed by an SCC Marketing instructor to appeal to SCC students. The instructor has chosen the subject material related to his or her interests, students' interests, or his or her teaching expertise.

Career Cluster
Business Management and Administration

Instructional Level
Associate Degree

Total Credits
2.00

Total Hours
32.00

Types of Instruction

Instruction Type  Credits
Lecture  2

Course Competencies

1  Explore a specific topic in depth in the area of Marketing.

Learning Objectives
- Identify the importance of specific marketing trends.
- Evaluate the impact of a trend on the competitive landscape.

2  Develop a greater appreciation for marketing as an academic discipline.

Learning Objectives
- Review relevant research related to the special topic.
- Present information related to special topic.

3  Understand the impact of the special topic on products.

Learning Objectives
- Identify changes to goods and services within the product life cycle related to the special topic.
- Describe potential new goods and services related to special topic.

4  Assess changes to pricing in the context of the special topic.
Learning Objectives
Identify pricing changes related to special topic.
Evaluate pricing predictions related to the special topic.

5 Explore the impact of the special topic on distribution.
Learning Objectives
Review the impact of the special topic on the distribution of goods and services.
Describe possible responses, by firms, to changes in distribution options due to special topic.

6 Review changes to promotion related to the special topic.
Learning Objectives
Describe changes to promotion because of the special topic.
Evaluate the environmental factors impacting promotion.

7 Understand changes to external environmental factors related to the special topic.
Learning Objectives
Assess possible responses to environmental factors related to the special topic.
Demonstrate knowledge in the selected topic through appropriate application of content covered.

SCC Accessibility Statement
If you have a disability and need accommodations to participate in the course activities, please contact your instructor as soon as possible. This information will be made available in an alternative format, such as Braille, large print, or cassette tape, upon request. If you wish to contact the college ADA Coordinator, call that office at 507-389-7222.

Disabilities page http://southcentral.edu/academic-policies/disability-rights.html