1/24/13

Curriculum committee,

It is my understanding that courses are not required to show a direct connection to the institutional core competencies. If this is a requirement please let me know and I will make adjustments to our paperwork. If it is not a requirement, please accept these common course outlines without a direct connection being shown to the institutional core competencies.

Best Regards,

Shayne Narjes
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  Lecture  Credits

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

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

4  Assess changes to pricing in the context of the special topic

Learning Objectives
Identify pricing changes
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

6 Review changes to promotion related to the special topic
Learning Objectives
Describe changes to promotion because of the special topic

7 Understand changes to external environmental factors related to the special topic
Learning Objectives
Asses possible responses to environmental factors related to the special topic

8 Demonstrate knowledge in the selected topic through appropriate application of content covered
Learning Objectives
Estimate the potential impact of the special topic on the emergence of new firms

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](http://southcentral.edu/academic-policies/disability-rights.html)