



South Central College

MKT 1950 Special Topics in Marketing

Course Outcome Summary

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.

Total Credits 2

Total Hours 32

Types of Instruction

Instruction Type	Credits/Hours
Lecture	2

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. 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

South Central College strives to make all learning experiences as accessible as possible. If you have a disability and need accommodations for access to this class, contact the Academic Support Center to request and discuss accommodations. North Mankato: Room B-132, (507) 389-7222; Faribault: Room A-116, (507) 332-7222.

Additional information and forms can be found at: www.southcentral.edu/disability

This material can be made available in alternative formats by contacting the Academic Support Center at 507-389-7222.