



COURSE OUTLINE

MKT 101

Course Number

3

Credits

PRINCIPLES OF MARKETING

Course Title

3

Lecture/Laboratory Hours

Catalog description:

How to effectively market consumer and industrial goods, with an understanding of consumer behavior, channels of distribution, middlemen, marketing methods and policies

Prerequisites: None

Corequisites: None

Required texts/other materials:

Required Text:

Text: Title: MKTG:
Author: Lamb, Hair and McDaniel
Publisher: Thompson - Southwestern
Edition: 1st.

Last revised:

August 2007

Professor Ellen A. Benowitz

Course Coordinator

Library resources: Journal of Marketing, Business Week, Harvard Business Review, Advertising Age, Chain Store, Wall Street Journal, New York Times, www.Prenhall.com/Kotler

Course goals.

The aim is to equip students with an understanding of the marketing functions, institutions and activities as they apply to the marketing of both consumer and industrial goods.

Upon the completion of the course, the student will be able to:

- Explain the five-step model of the marketing process
- Give examples of how to use the four Ps of marketing
- Describe the marketing research process and tell how marketers use environmental Scanning to learn about the changing market
- List several ways in which the business-to-business market differs from the consumer market
- Describe the latest marketing strategies, such as stakeholder marketing and customer relationship management.
- Identify and describe the stages of the product life cycle, and describe Marketing strategies at each stage.

Unit I **Defining Marketing and the Marketing Process**

Learning Objectives

The student will be able to...

1.
 - Define what marketing is and discuss its core concepts.
 - Explain the relationships between customer value, satisfaction, and quality
 - Describe the marketing process and the forces that influence it
 - Explain companywide strategic planning and its four steps
 - List the marketing management functions, including the elements of a marketing plan

Unit II **Understanding the Marketplace and Consumers**

Learning Objectives

The student will be able to...

- Identify the major forces shaping the New Economy
- Describe the environmental forces that affect the company's ability to serve its Customers
- Explain the importance of information to the company.
- Define the marketing information system and discuss its parts.
- Outline the steps in the marketing research process.

Unit III Designing a Customer-Driven Marketing Strategy and Marketing Mix

Learning Objectives

The student will be able to...

- *Define* the consumer market and explain the major factors that influence consumer buyer behavior.
- Define the business market and identify the major factors that influence business buyer behavior.
- Define the three steps of target marketing: market segmentation, market targeting, and market positioning.
- List and discuss the major levels of market segmentation and bases for segmenting consumer and business markets
- Discuss how companies position their products for maximum competitive advantage in the marketplace.
- Define *product* and the major classifications of products and services.
- Describe the roles of product and service branding, packaging, and labeling, and product support services.
- List and define the steps in the new product development process.
- Describe the stages of the product life-cycle and how marketing strategies change during the product's life-cycle
- Explain how companies find a set of prices that maximizes the profits from the total product mix.
- Explain why companies use distribution channels and discuss the functions these channels perform.
- Explain the roles of retailers and wholesalers in the distribution channel.
- Define the five promotion tools and discuss the factors that must be considered in shaping the overall promotion mix.
- Explain how sales promotion campaigns are developed and implemented.

Unit IV Extending Marketing

Learning Objectives

The student will be able to...

- Discuss the roles of a company's salespeople in creating value for customers and building customer relationships.
- Identify the major forms of direct marketing and explain the benefits of each to customers and companies
- Describe three key approaches to entering international markets.
- Explain how companies adapt their marketing mixes for international markets
- Identify the three major forms of international marketing organization
- Identify the three major forms of international marketing organization
- Describe the principles of socially responsible marketing
- Explain the role of ethics in marketing

Evaluation of student learning.

Weekly Quizzes	30%
4 Hourly Exams	50%
Class Participation – Attendance, Assignments, Reaction Papers & Market Simulation Game	<u>20%</u>
Final Grade	100%

Exam Schedule

- Exams #1 – Chapters 1-2-3-4
- #2 – Chapters 5-7-8-9-10
- #3 – Chapters 11-12- 14
- #4 – Chapters 15-16-17-18-19

GRADING

Letter Grade	Nominal %
A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	70-76
D	60-69
F	0-59

Academic Integrity Statement:

“A student who: a.) knowingly represents work of others as his/her own; b.) uses or obtains unauthorized assistance in the execution of any academic work; or c) gives fraudulent assistance to another student is guilty of cheating. Violators will be penalized.” (Student Handbook)

Classroom Conduct Statement:

It is the students’ responsibility to attend all of their classes. If they miss a class meeting for any reason, students are responsible for all content that is covered, for announcements made in their absence, and for acquiring any materials that may have been distributed in class. It is expected that students be on time for all their classes. If students walk into a class after it has begun, it is expected that they choose a seat close to where they entered the room so that they do not disrupt the class meeting.

Students are expected to follow ordinary rules of courtesy during class sessions. Engaging in private, side conversations during class time is distracting to other students and to the instructor. Leaving class early without having informed the instructor prior to class is not appropriate. Unless there is an emergency, leaving class and

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returning while the class is in session is not acceptable behavior. Disruptive behavior of any type, including sharpening pencils during class while someone is speaking, is not appropriate.

The college welcomes all students into an environment that creates a sense of community of pride and respect; we are all here to work cooperatively and to learn together.