# **Minnesota State University Moorhead**

# **MKTG 270: Principles of Marketing**

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3 Lab Hours/Week: 0

OJT Hours/Week: \*.\*

Prerequisites:

ECON 202 - Principles of Economics I: Micro

Corequisites: None MnTC Goals: None

Examining the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. Prerequisite can be waived with consent of the instructor.

### B. COURSE EFFECTIVE DATES: 02/02/2017 - Present

#### C. OUTLINE OF MAJOR CONTENT AREAS

- 1. Strategic Planning for Competitive Advantage
- 2. Ethics and Social Responsibility
- 3. The Marketing Environment
- 4. Consumer Decision Making
- 5. Organization to Organization Marketing
- 6. Segmenting and Targeting Markets
- 7. Marketing Research
- 8. Developing and Managing Products
- 9. Services and Nonprofit Organization Marketing
- 10. Marketing Channels
- 11. Supply Chain Management
- 12. Marketing Communications
- 13. Advertising, Public Relations, Personal Selling and Sales Promotion
- 14. Pricing
- 15. Customer Relationship Management

### **D. LEARNING OUTCOMES (General)**

- 1. Identify core marketing concepts and discuss the impact that marketing has on our daily lives.
- 2. Discuss how environmental factors affect marketing activities.
- 3. Identify market segments, develop a profile of a target market, and justify positioning strategy.
- 4. Develop marketing mix strategy (product, pricing, place, promotion).
- 5. Discuss the ever-changing marketing activities interacting with consumers (global and ethical issues).
- 6. Compare and contrast product and service strategies.
- 7. Discuss and analyze the effect of E-commerce marketing activity in our global economy.

Version 3.1.4 Page 1 of 2 05/19/2024 05:20 AM

# E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

## F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

## G. SPECIAL INFORMATION

None noted

05/19/2024 05:20 AM Version 3.1.4 Page 2 of 2