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.

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

    None

F. LEARNER OUTCOMES ASSESSMENT

    As noted on course syllabus

G. SPECIAL INFORMATION

    None noted