



## MASTER COURSE OUTLINE

A. BUSA 2043 Principles of Marketing

B. COURSE DESCRIPTION:

This course covers basic marketing functions in the global business world. Topics include product development, pricing, distribution, and promotion; consumer behavior; economic, legal, social, technological and competitive environments of marketing; collecting and using marketing information; ethical and social responsibilities; and international marketing. This course is part of the Associate in Arts Business Concentration and Associate in Science Business degrees which are accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

**(3 Cr – 3 lect, 0 lab)**

C. **\*\*Core Theme: Critical Thinking, Global Perspective, and Ethical and Civic Responsibility**

D. MAJOR CONTENT AREAS:

- Marketing Overview
  - Introduction to the marketing environment
  - Introduction to global marketing
- Analysis of Marketing Opportunities
  - Consumer markets and buying behavior
  - Business markets and buying behavior
  - Segmenting, targeting, and positioning market
  - Marketing information and research
- Product Decisions
  - Product concepts
  - Developing and managing products
  - Services marketing
- Distribution Decisions
  - Channels of distribution
  - Retailing
  - Wholesaling
- Promotion Decisions
  - Integrated marketing communication
  - Advertising and public relations
  - Personal selling and sales management
- Pricing Decisions
  - Pricing concepts
  - Price determination

- Managing the Market Effort
  - Strategic marketing planning
  - Technology driven marketing

E. GOALS/GENERAL COMPETENCIES:

<b><u>GOAL</u></b>	<b><u>OBJECTIVES</u></b> <b>Students will be able to</b>	<b><u>OUTCOMES</u></b> <b>The student will successfully</b>
** <u>Critical Thinking</u>	recognize and articulate the value assumptions which underlie and affect decisions, interpretations, analyses, and evaluations made by ourselves and others.	1. identify and explain the importance of the customer and show the vital need for customer orientation in strategic marketing plans.
** <u>Global Perspective</u>	recognize specific international problems, illustrating the cultural, economic, and political differences that affect their solution.	1. show the ability to analyze and evaluate marketing's role in the American economy, the world economy, and also in the individual firm using defensible recommendations.
** <u>Ethical and Civic Responsibility</u>	examine, articulate, and apply their own ethical views.	1. deliberate and evaluate in actual situations the relationships among marketing and other business functions, the government, and society. 2. compare and contrast legal and ethical marketing practices that impact consumers.
<u>CS</u>	recognize the pervasive application of marketing principles to goods, services, ideas, people, and places.	1. identify and define the application of target marketing principles to goods, services, ideas, people, and places.
<u>CS</u>	analyze the characteristics, motivations, and behaviors of consumer and business buying.	1. identify and research methods to practice more effective consumer and business buying behavior.
<u>CS</u>	evaluate an organization's marketing program through which products are planned, priced, promoted, and distributed in order to satisfy customers.	1. understand the concepts of the four marketing P's (product, price, place, and promotion). 2. analyze marketing programs through evaluation of a company's marketing plan.
<u>CS</u>	recognize the external environmental forces as they influence the management of an organization's marketing program.	1. discuss and review the impact of changing conditions on marketing strategies.

F. SPECIAL INFORMATION:

**ACCESSIBILITY INFORMATION:** In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to reasonable accommodations. Please notify the instructor or Student Success Center during the first week of class of any accommodations needed for the course. This information will be made available in alternative format, such as Braille, large print, or cassette tape, upon request.

**TECHNICAL SKILLS REQUIREMENT:** Ability to use current application software; create and format documents; download, save and upload assignment files; manage assignment files; send and receive e-mail from College e-mail account; conduct Internet research, and use of a course management software program.

G. COURSE CODING INFORMATION:

Course Code A/Class Maximum 48; Letter Grade.

Revision date: 2/1/17

AASC Approval date: 3/21/17

<b>*Riverland Community College Disciplines</b>	<b>MnTC Goal Number</b>
Communication (CM)	<b>1</b>
Natural Sciences (NS)	<b>3</b>
Mathematics/Logical Reasoning (MA)	<b>4</b>
History and the Social & Behavioral Sciences (SS)	<b>5</b>
Humanities and Fine Arts (HU)	<b>6</b>

<b>**Riverland Community College Core Themes</b>	<b>MnTC Goal Number</b>
Critical Thinking (CT)	<b>2</b>
Human Diversity (HD)	<b>7</b>
Global Perspective (GP)	<b>8</b>
Ethical and Civic Responsibility (EC)	<b>9</b>
People and the Environment (PE)	<b>10</b>

\*These five MnTC Goals have been identified as Riverland Community College Disciplines.

\*\* These five MnTC Goals have been identified as Riverland Community College Core Themes.

NOTE: The Minnesota Transfer Curriculum “10 Goal Areas of Emphasis” are reflected in the five required discipline areas and five core themes noted in the Riverland Community College program of study guide and/or college catalog.