

## **MKTG-2110 PRINCIPLES OF MARKETING 3 CREDITS**

### **SYLLABUS**

---

#### **CATALOG DESCRIPTION**

Survey of modern marketing concepts and practices focusing on the marketing mix: product, pricing, promotion, and distribution strategies. Topics include; the marketing environment, consumer behavior, marketing research, target marketing, and the ethical and social responsibilities of marketers.

Prerequisites: RDNG-095 and ENGL-099

Semester Offered: Spring, Fall

#### ***COMMON STUDENT LEARNING OUTCOMES***

*Upon successful completion of San Juan College programs and degrees, the student will demonstrate competency in...*

##### **BROAD AND SPECIALIZED LEARNING**

Students will actively and independently acquire, apply, and adapt skills and knowledge with an awareness of global contexts.

##### **CRITICAL THINKING**

Students will think analytically and creatively to explore ideas, make connections, draw conclusions and solve problems.

##### **CULTURAL AND CIVIC ENGAGEMENT**

Students will act purposefully, reflectively, and ethically in diverse and complex environments.

##### **EFFECTIVE COMMUNICATION**

Students will exchange ideas and information with clarity in multiple contexts.

##### **INFORMATION LITERACY**

Students will be able to recognize when information is needed and have the ability to locate, evaluate, and use it effectively.

##### **INTEGRATING TECHNOLOGIES**

Students will demonstrate fluency in the application and use of technologies in multiple contexts.

Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or institutional learning outcomes. For more information, please refer to the Dean of the appropriate School.

#### **COURSE LEARNING OUTCOMES**

*Upon successful completion of the course, the student will be able to...*

1. Describe the professional, ethical, and social responsibilities of marketers.
2. Explain the role of the product in the marketing mix, including the product life cycle, the relevance of product innovation, and product classifications.

3. Illustrate the role of promotion in the marketing mix, including the communication process and the promotional mix.
4. Explain the role of price in the marketing mix, including pricing objectives, pricing policies, and pricing methods.
5. Describe the operation of channels of distribution and supply chains, including functions of intermediaries and degrees of coverage.
6. Define the concepts of target markets and market segmentation with respect to elements of the marketing mix.
7. Explain the importance of market research and information systems in supporting marketing decision making.
8. Describe the dynamic environment(s) in which marketing decisions must be made.
9. Explain factors influencing purchase decisions in consumer and business marketing.
10. Discuss branding strategies and marketing concepts used for the management of goods, services, and ideas.