

Monroe Community College
Business Administration and Economics Department
Course Syllabus

MAR 200 PRINCIPLES OF MARKETING

Course Description: This course examines the business function of Marketing. Students will learn how marketers deliver value in satisfying customer needs and wants, determine which target markets the organization can best serve, and decide upon appropriate products, services, and programs to serve these markets. Topics include branding and product development, pricing strategies, marketing research, promotion, supply chain management and service marketing. Marketing metrics will be used throughout the course to assess the impact of marketing strategies.

Credit Hours: 3

Course Prerequisite: BUS104 and (MTH104 or MCC Level 8 Math Placement).

Course Learning Outcomes:

1. Define and explain core marketing terms and concepts.
2. Explain how the environment affects a firm's marketing effort.
3. Explain and describe influences on consumer behavior and the buyer's decision process.
4. Demonstrate an understanding of the concepts of segmentation, targeting and positioning.
5. Demonstrate an understanding of the marketing mix and how it is used.
6. Describe the role of marketing within service firms and non-profit organizations.
7. Describe the types of marketing research and identify their role in a firm's marketing efforts.
8. Calculate various marketing metrics and analyze the results to assess the success of marketing strategies.

Current text/supplemental materials:

Marketing, 2nd Edition (including Connect access card); Grewal & Levy; McGraw Hill 2010.

ISBN 978-007-7387877

NOTE: If purchasing a new text be sure to use this ISBN to get the Connect access card.

Please be certain to consult with the assigned course instructor or Department to verify current required course textbook(s) and other materials. All syllabi are updated annually and are intended to be a generic representation of the course requirements. Individual instructor requirements may vary.

**For SLN courses please visit the SLN website to verify all text.

Offered: Please check the catalog for limitations on course offerings.

___X___ fall ___X___ spring ___X___ summer ___X___ on-line

Course Outline by Order of Coverage

CHAPTER	TOPICS	EMPHASIS				APPROX. TIME PERIOD
		STRONG/	MED/	SKIM/	OPT	
1	Overview of Personal Selling	X				4 hours
2	Building Trust and Sales Ethics		X			3 hours
3	Understanding Buyers	X				6 hours
4	Communication Skills	X				4 hours
5	Strategic Prospecting and Preparing for Sales Dialogue	X				5 hours
6	Planning Sales Dialogues and Presentations	X				5 hours
7	Sales Dialogue: Creating and Communicating Value	X				4 hours
8	Addressing Concerns and Earning Commitment	X				5 hours
9	Expanding Customer Relationships	X				4 hours
10	Adding Value: Self-Leadership and Teamwork		X			3 hours
11	Sales Management and Sales 2.0			X		2 hours

TOPICS	EMPHASIS				APPROX. TIME in hours
	STRONG/	MED/	SKIM/	OPT	
Basic marketing concepts and evolution of marketing	x				2
Building relationships and creating value	x				1
Understanding the micro and macro environments in which marketing operates	x				3
Managing and utilizing marketing information including secondary analysis, survey development and primary research and data management and use		x			2
Understanding and working with buyer behavior. Consumer and business buyer behavior will be covered.	x				3
Segmentation and targeting	x				2
Positioning and value propositions	x				2

Product strategy. Will include definitions and management. both tangible and intangible products will be covered	x				2
Branding	x				2
New product development and launch		x			2
Adoption and diffusion			x		1
Product life cycle and accompanying strategies	x				1
Marketing channels including retailing and wholesale		x			1
Supply chain management	x				3
Integrated marketing communications overview and strategy	x				1
Advertising strategy, execution and budgeting	x				2
Sales promotion and public relations		x			1
Direct Marketing/personal selling				x	1
Global marketing		x			2
ethics	x				1
Pricing	x				3

**Business Administration and Economics Dept.
Monroe Community College
1000 E. Henrietta Rd.
Rochester, NY 14623
585-292-3353**

**All syllabi are updated annually and are intended to be a generic representation of the course requirements.
Individual instructor requirements may vary.
March 2010**