



## **COURSE INFORMATION SHEET**

Note: If a more detailed, instructor/section-specific course information sheet is required, please contact the department.

### **DEPARTMENT:**

Business Administration/Economics

### **COURSE:**

MAR200 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. 3 Class Hours, 3 Credits.

### **COURSE PREREQUISITES:**

BUS 104 with a grade of C or higher and (MTH 098 with a C or higher OR MTH 096 with a B- or higher OR MCC Level 6 math placement).

### **COURSE LEARNING OUTCOMES:**

1. Explain core marketing terms and concepts.
2. Explain how the environment affects a firm's marketing efforts.
3. Discuss influences on consumer behavior.
4. Apply the concepts of segmentation, targeting and positioning.
5. Describe how the marketing mix is used in marketing strategy.
6. Discuss elements of a product which may include classifications, branding, brand sponsorship, or packaging.
7. Compare the various promotional tools used by marketers.
8. Describe the role of marketing within service firms.
9. Contrast the types of marketing research.
10. Discuss pricing strategies used by marketers.
11. Explain the importance of supply chain management.
12. Develop a simple marketing plan.