

**MKT 120**  
**PRINCIPLES OF MARKETING**

**COURSE DESCRIPTION:**

Prerequisites: None

Corequisites: None

This course introduces principles and problems of marketing goods and services. Topics include promotion, placement, and pricing strategies for products. Upon completion, students should be able to apply marketing principles in organizational decision-making. Course Hours Per Week: Class, 3. Semester Hours Credit, 3.

**COURSE OBJECTIVES:**

At the completion of the course requirements, the student will be able to:

- a. Describe the role and the operation of the marketing system in the American economy and the individual firm.
- b. Discuss the role and contributions of marketing within an organization.
- c. Recognize the role of marketing in the social and economic structure of the United States.
- d. Demonstrate the vital need for a consumer orientation on the part of all employees in a firm.
- e. Interpret the causes of business problems by using concepts and techniques from marketing.
- f. Define the basic vocabulary appropriate to the field of marketing.
- g. Describe the relationship between marketing and other major business activities such as production and finance.
- h. Discuss the relationship between business marketing activities and associated governmental regulations.
- i. Understand the difference between unresolved ethical questions and behavior that is simply unethical.
- j. Understand and create a marketing plan.

**OUTLINE OF INSTRUCTION:**

- I. The foundation of marketing
  - A. Marketing defined
  - B. The evolution of marketing
  - C. Marketing strategy and elements of the marketing mix
  - D. Marketing in the future
- II. Environmental forces and marketing ethics
  - A. Analysis of the marketing environment
  - B. Elements of the marketing environment
  - C. Ethics and social responsibility in the marketing environment
- III. Strategic marketing planning and forecasting
  - A. Strategic planning concepts
  - B. The strategic marketing planning process
  - C. Sales forecasting
  - D. Components of a marketing plan

- IV. The consumer market
  - A. Consumer behavior and the marketing mix
  - B. Consumer decision making
  - C. Influences on consumer decisions
  
- V. Marketing research and analysis
  - A. The role of marketing information
  - B. The marketing research process
  - C. Researching in international markets
  - D. The ethics of marketing research
  
- VI. Segmentation, targeting, and positioning
  - A. Identifying market segments
  - B. Selecting target segments
  - C. Positioning
  - D. Repositioning
  
- VII. Product concepts
  - A. What is a product?
  - B. Product classification
  - C. Elements of a product
  - D. Special product issues
  
- VIII. Product management
  - A. Managing the product mix
  - B. Developing new products
  - C. Predicting new-product success
  
- IX. Service and nonprofit marketing
  - A. Defining service marketing
  - B. Understanding the market for services
  - C. Planning strategy and tactics for service marketing
  - D. Defining nonprofit marketing
  
- X. Pricing strategy
  - A. The role of price in the marketing mix
  - B. Overview of the pricing process
  - C. Price strategy
  
- XI. Marketing channels
  - A. Foundations of marketing channels
  - B. Basic channel functions
  - C. Types of marketing channels
  - D. Channel strategy decisions
  - E. Legal issues
  
- XII. Wholesaling and industrial distribution
  - A. The role of wholesaling
  - B. Types of wholesalers
  - C. Criteria for selecting wholesalers
  - D. Strategic wholesaling management

- XIII. Retailing
  - A. The nature and importance of retailing
  - B. The evolution of retailing
  - C. Retail marketing strategies
  - D. Categories of retailing
  
- XIV. Promotional strategies and processes
  - A. The role of promotion
  - B. The elements of promotion
  - C. Promotion and the communication process
  - D. The promotional mix
  - E. Promotion and society
  
- XV. Intercultural and international marketing
  - A. Defining intercultural marketing
  - B. Defining international marketing
  - C. Assessing social elements in international marketing
  - D. Developing the level of international involvement
  - E. Developing international marketing strategies
  
- XVI. Quality and customer service
  - A. The new meaning of quality and customer service
  - B. Quality and customer service in the marketing mix
  - C. The marketing department's contribution to product quality
  - D. A plan for customer service

**REQUIRED TEXTBOOKS:**

Solomon and Stuart. Marketing: Real People, Real Choices. 2<sup>nd</sup> ed. Upper Saddle River, NJ. Prentice Hall, 2000.

**STATEMENT FOR STUDENTS WITH DISABILITIES:**

Students who require academic accommodations due to any physical, psychological, or learning disability are encouraged to request assistance from a disability services counselor within the first two weeks of class. Likewise, students who potentially require emergency medical attention due to any chronic health condition are encouraged to disclose this information to a disability services counselor within the first two weeks of class. Counselors can be contacted by calling 686-3652 or by visiting the Student Development Office in the Phail Wynn Jr. Student Services Center, room 1309.