

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 100

Credits: 3

Course Title: Principles of Marketing

Course Description (including lecture hours, lab hours, total contacts)

Presents principles, methods, and problems involved in the marketing of goods, services, and ideas to consumers and organizational buyers. Discusses present-day problems and policies connected with distribution and sale of products, pricing, promotion, and buyer motivation. Examines variations of market research, plus legal, social, ethical, eCommerce, and international considerations in marketing. Lecture 3 hours per week.

General Course Purpose

This course serves as a foundation for all marketing courses. Marketing and sales are consistently the leading job categories in employment opportunities in private and governmental agencies. As the competition increases and products and services become more comparable the use and understanding of effective marketing strategies will be a determining factor in the success of many organizations.

Course Prerequisites/Corequisites (*Entry-level competencies **required** for enrollment*)

None

Course Objectives (Each item should complete the following sentence.)

Upon completing the course, the student will be able to:

- Understand who marketers are, where they work, and marketing's role in the firm.
- Explain what marketing is and how it provides value to everyone involved in the marketing process.
- Understand the range of services and goods that organizations market.
- Understand value from the perspectives of the customers, producers, and society.
- Explain the strategic planning process.
- Understand the three levels of business planning: strategic, functional, and operational.
- Describe the steps in marketing planning
- Explain the key role of implementation and control in marketing planning.
- Explain the role of a marketing information system and marketing decision support system in marketing decision making.
- List and explain the steps and key elements of the marketing research process.
- Define consumer behavior and explain why consumers buy what they do.
- Define business-to-business markets.
- Describe the characteristics that make business-to-business markets different from business-to-consumer markets Identify the steps in the target marketing process.
- Understand the need for market segmentation and the approaches available to do it.
- Describe how marketers classify products.

- Understand the importance and types of product innovations.
- Show how firms develop new products
- Explain the different product objectives and strategies a firm may choose.
- Explain how firms manage products throughout the product life cycle.
- Understand the role of marketing communication.
- Describe the process of developing an advertising campaign and how marketers evaluate advertising.
- Understand the important role of personal selling and how it fits into the promotion mix.
- Understand the concept of the value chain and the key elements in a supply chain.
- Explain what a distribution channel is and what functions distribution channels perform.

Major Topics to be Included

- Strategic Market Planning
- The Marketing Environment
- Marketing Research
- Business –To-Business Markets
- Creating the Product
- Consumer Behavior
- Target Marketing
- Pricing the Product
- Service Marketing
- Advertising, Sales Promotion and Public Relations
- Personal Selling
- Retailing

Effective Date of Course Content Summary (Month, Date Year): August 25, 2008