

# MKT 201 - PRINCIPLES OF MARKETING

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## Course Description

This course surveys the wide scope of marketing as it influences both profit and nonprofit firms with emphasis on the marketing concept as a business philosophy. Ethics, globalization, and technological advances in marketing will be explored. Elements of the marketing mix and the elements of the promotional mix will be studied and incorporated into a marketing plan. Target marketing and segmentation of consumer markets along with consumer buying behavior will be studied in this course. Group 2 course.

## Credit Hours

3

## Contact Hours

3

## Lecture Hours

3

## Recommended Prerequisites or Skills Competencies

BUS 101, ENG 111 minimum placement

## General Education Outcomes supported by this course

Communications - Direct, Critical Thinking - Direct

## Other college designations supported by this course

Infused: Writing Intensive

## Course Learning Outcomes

### Knowledge:

- Identify and summarize basic marketing terminology and practices.

### Application:

- Demonstrate critical thinking skills and communication through questioning examples of media and the rhetoric that surrounds them.

### Integration:

- Incorporate a specific marketing topic, applying theory to practice in real world application.

### Human Dimension:

- Evaluate their strengths and weaknesses as potential marketers.

### Caring - Civic Learning:

- Reflect on the influence of marketing on them as individuals and society.

### Learning How to Learn:

- Organize parts of marketing into a marketing plan to integrate marketing skills into a business or service.