

Common Course Outline for: BUSN 2400 Principles of Marketing

A. Course Description

1. Number of credits: 3
2. Prerequisites: none
3. Co-requisites: none

Catalogue description: The total marketing process from a strategic view, emphasizing managerial implications for product, promotion, price and distribution strategies.

B. Date last revised: June, 2018

C. Outline of Major Content Areas:

Marketing strategy and its connection to corporate strategy
Social responsibility and ethics in marketing
Marketing research and information systems
The marketing environment
Market segmentation, target markets and customer behavior
The marketing mix: product, price, distribution and promotion decisions

D. Course Learning Outcomes

Upon successful completion of the course, the student will be able to:

1. Show the role of marketing in organizations.
2. Discuss how environmental forces affect marketing.
3. Discuss ethical and socially responsible decision-making in marketing.
4. Explain how marketers obtain the information necessary for making good decisions.
5. Describe the characteristics of organizational and consumer markets, segmentation and targeting strategies, and buyer behavior.
6. Describe the composition of the marketing mix, the relationships between the components, and the creation and maintenance of the appropriate mix.

E. Methods for Assessing Student Learning Can include:

Testing
Case studies
Simulations
Projects

Classroom activities

Students should consult their course syllabus for specific grading policies.

F. Special Information: none

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