

Master Syllabus

MRK 2101 - Principles of Marketing Management

Division: Business and Public Services

Department: Marketing

Credit Hour Total: 3.0

Lecture Hrs: 3.0

Prerequisite(s): ECO 2180

Date Revised: June 2014

Course Description:

Marketing strategies and decision making in the context of other business functions. Topics include: research and analysis of markets, environments and competition; market segmentation and selection of target markets; consumer and organizational behavior; planning and integration of product, price, promotion and distribution activities for profit and nonprofit, domestic and global settings.

General Education Outcomes:

- ❑ Oral Communication Competency
- ❑ Written Communication Competency
- ❑ Critical Thinking/Problem Solving Competency
- ❑ Values/Citizenship/Community Competency
- ❑ Information Literacy Competency
- ❑ Computer Literacy Competency

Course Outcomes:

Role of Marketing

Describe and apply the marketing functions within the organization and how they relate to organizational objectives.

Assessment Method: Locally developed exams

Performance Criteria: Student will achieve an overall average of 70% or above on Post-Test

Assessment Method: Simulations

Performance Criteria: Student will achieve an overall average of 70% or above on cases and marketing plan

Core terms & concepts

Describe basic marketing knowledge and application of marketing terminology, concepts, activities and strategies.

Assessment Method: Locally developed exams

Performance Criteria: Student will achieve an overall average of 70% or above on Post-Test

Assessment Method: Simulations

Performance Criteria: Student will achieve an overall average of 70% or above on cases and marketing plan

Ethics & social response

Prepare and present a marketing plan demonstrating skills in creative and critical thinking, written and oral communication, and ethical reasoning and social responsibility.

Assessment Method: Simulations

Performance Criteria: Student will earn an overall average of 70% or above on Marketing Situation Projects

Outline:

Customer driven marketing concept Organization's external environment Target market Develop marketing strategies Marketing research and information systems Individual and organizational buying behavior Ethical reasoning and social responsibility Develop and manage an organization's marketing mix