



MERCER
COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

Course Number	Course Title	Credits
MKT 101	Principles of Marketing	3

Hours: Lecture/Lab/Other	Co- or Pre-requisite	Implementation Semester & Year
3/0/0	ENG 101	Spring 2023

Catalog description:

A study of the process of planning and executing the conception, pricing, promotion, and distribution of ideas, caption, pricing, promotion, and distribution of ideas, good, and services that satisfy individual and organizational objectives.

General Education Category:
Not GenEd

Course coordinator:

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Required texts & Other materials:

- Marketing by Roger A. Kevin & Steven W. Hartley

Course Student Learning Outcomes (SLO):

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

1. Define marketing, the marketing environment, and marketing's role in profitability (**Supports ILGs 1; PLOs 1, 7, 9**)
2. Explain the four Ps of marketing and how each plays a role in creating the optimal marketing mix (**Supports ILGs 1; PLOs 1, 2, 7**)
3. Describe the marketing research process (**Supports ILGs 2, 4; PLOs 2, 3, 5, 7, 8, 9**)
4. Perform an environmental scan to understand market potential (**Supports ILGs 1, 2, 4, 8, 9; PLOs 1, 2, 3, 4, 7, 8, 9**)
5. Describe the role of technology (**Supports ILGs 1, 2, 4; PLOs 1, 2, 7, 9**)
6. Describe appropriate strategies for Price, Product, Place and Promotion (**Supports ILGs 1, 2, 4; PLOs 1, 2, 3, 4, 7, 8, 9**)
7. Identify and describe the stages of the product life cycle, and describe marketing strategies at each stage (**Supports ILGs 1, 2, 4, 9 ; PLOs 1, 2, 3, 4, 7, 9**)
8. Explain the role of marketing in supply chain management. (**Supports ILGs 1, 2, 4, 8; PLOs 1, 2, 3, 4, 5, 7**)
9. Identify and address ethical issues that may arise in marketing a product (**Supports ILGs1, 8, 9; PLOs 1, 2, 6**)
10. Adjust marketing plans within a global environment (**Supports ILGs 1, 2, 4, 8; PLOs 1, 2, 3, 4, 5, 6, 7, 8, 9**)

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 2. Mathematics. Students will use appropriate mathematical and statistical concepts and operations to interpret data and to solve problems.

Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals

Institutional Learning Goal 8. Diversity and Global Perspective: Students will understand the importance of a global perspective and culturally diverse peoples

Institutional Learning Goal 9. Ethical Reasoning and Action. Students will understand ethical frameworks, issues, and situations.

Program Learning Outcomes (PLO) for Business Studies (AAS) Entrepreneurship and Management Concentrations

1. Use effective verbal and written communication in conducting business;
2. Analyze/resolve problems common to entry-level business positions;
3. Apply management skills in a variety of business functions;
4. Comprehend how the global economy and international events affect domestic and international business decisions;
5. Understand basic accounting statements and their role in managing a business;
6. Identify unethical behavior in a business setting and formulate appropriate action;
7. Understand, analyze, and discuss current economic events and problems;
8. Acquire computer literacy and exposure to hardware, software, networking, databases, and ethical issues;
9. Apply financial concepts and tools to achieve personal goals.

Units of study in detail – Unit Student Learning Outcomes:

Unit I [Unit I The Marketing Environment] [Supports Course SLO # 1, 2, 6, 4, 8]

Learning Objectives

The student will be able to:

- Define marketing and distinguish it from sales
- Identify specific forms of competitive advantage in products and services
- Define a target market
- Define the marketing mix and explain each of the 4 Ps
- Explain the link between strategic planning and marketing
- Discuss the socio-political, economic and competitive forces of the external marketing environment
- Explain various approaches to ethical decision making
- Discuss the role of social responsibility in marketing plans
- Identify external environmental forces unique to international marketing which affect the 4 Ps

Unit II [Unit II Marketing research and market segmentation] [Supports Course SLO # 3, 6]

Learning Objectives:

The student will be able to:

- Provide examples of consumer and business markets

- Explain the social, psychological, cultural and individual factors used by consumers in the decision making process Identify and address ethical issues that may arise in marketing a product
- Appreciate the importance of understanding consumer behavior in developing a marketing plan
- Explain the behavior of business buyers and how business markets differ from consumer markets
- Discuss the bases for segmenting both consumer and business markets and the criteria for successful segmenting
- Explain the strategies used to select a target market
- Discuss the application of positioning and repositioning to achieve competitive advantage
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- Explain the importance of marketing research in defining and reaching the target market (CG#3)
- Identify the sources of research data
- Outline the steps in conducting market research

Unit III [Unit III Product Decisions] [Supports Course SLO # 6, 7,8, 9]

Learning Objectives:

The student will be able to:

- Define a product, product line and product mix and give examples of product classifications
- Explain the benefits of branding and discuss strategies for successful branding
- Discuss the decisions surrounding the product's packaging and how those decisions are impacted by the global marketplace
- List and explain the steps in the new product development process
- Describe the stages of the product life cycle and how marketing strategies change during each stage
- Identify global and ethical issues which affect new product development
- Distinguish between goods and services and explain marketing mix issues unique to services

Unit IV [Unit IV Distribution ("Place") Decisions] [Supports Course SLO # 6, 8]

Learning Objectives:

The student will be able to:

- Identify distribution channels for both business and consumer products including differences in the global market
- Define supply chain management and explain its benefits
- Discuss issues unique to the logistical component of supply chain management, such as procurement, scheduling, inventory, and materials handling
- List major types of traditional, non-store and new approaches to retail operations

Unit V [Unit V Promotion decisions] [Supports Course SLO # 6, 8, 9, 10]

Learning Objectives:

The student will be able to:

- Explain how advertising, public relations, sales promotion and personal selling work to develop the promotional mix.
- List the factors that affect the promotional mix
- Describe communication methods for reaching the target market
- Explain the creative and media decisions made in creating advertising campaigns

- Identify the tools used in PR campaigns
- Explain the objective of sales promotions and the tools used
- Describe each step in the selling process
- Identify global and ethical issues which affect promotional strategies

Unit VI [Unit VI Pricing decisions] Supports Course SLO # 1, 2]

Learning Objectives:

The student will be able to:

- Explain the objectives of different pricing policies
- Explain the impact of demand and elasticity of demand data in pricing decisions
- Determine price based on cost data using multiple approaches
- Discuss alternative determinants of price other than cost and demand
- Explain the steps in setting a base price and factors such as economic conditions, which need to be factored in
- Identify legal and ethical considerations in setting base prices
- Identify global and ethical issues which affect pricing strategies

Unit VII [Unit VII Technology Driven Marketing] [Supports Course SLO # 5]

Learning Objectives:

The student will be able to:

- Define Customer Relationship Management
- Explain specific benefits and the process of using technology to leverage customer information in developing the marketing mix.

Evaluation of student learning:

Homework/Quizzes/Class Participation	15%
Exams	60%
Project	25%