

# Minnesota State University Moorhead

## **MKTG 310: Principles of Marketing**

### **A. COURSE DESCRIPTION**

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Examining the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

Prerequisite can be waived with consent of the instructor.

**B. COURSE EFFECTIVE DATES:** 06/01/1995 - 02/01/2017

### **C. OUTLINE OF MAJOR CONTENT AREAS**

None

### **D. LEARNING OUTCOMES (General)**

None

### **E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

None

### **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

### **G. SPECIAL INFORMATION**

None noted