

North Hennepin Community College

BUS 1600: Principles of Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course surveys American and international marketing systems in the development, pricing, distribution, and promotion of products and services. Concepts, practices, and policies of manufacturers, wholesalers, and retailers are included. Current trends and developments in marketing practices are analyzed and strategic marketing ideas are implemented in group and individual cases.

B. COURSE EFFECTIVE DATES: 08/26/1997 - 05/10/2017

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

1. Knowledge of Human Cultures and the Physical and Natural World --Through study in the sciences, mathematics, social sciences, humanities, histories, languages, the arts, technology and professions.

2. Intellectual and Practical Skills - Including: Inquiry and analysis; Critical and creative thinking; Written and oral communication; Quantitative literacy; Information literacy; Teamwork and problem solving.

3. Personal and Social Responsibility and Engagement - Including: Civic knowledge and involvement; campus, local and global; Intercultural knowledge and competence; Ethical reasoning and action; Foundations and skills for lifelong learning .

4. Integrative and Applied Learning - Including: Synthesis and advanced accomplishment across general education, liberal studies, specialized studies and activities in the broader campus community