

# Dakota County Technical College

## MKTC 1000: Principles of Marketing

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Introduction to marketing terms, concepts, and skills useful in analyzing marketing problems. Covers legal, behavioral, ethical, competitive, economic, technological and international factors affecting product, pricing, promotion, and marketing channel decisions. Identify factors marketing managers take into account when creating a marketing plan, including buying behavior, market segmentation, product life cycle, packaging, branding, pricing, advertising, sales promotion, public relations, personal selling, and product distribution methods. DUAL NUMBERED WITH IDES2300. Prerequisites: None.

**B. COURSE EFFECTIVE DATES:** 06/03/2002 - Present

**C. OUTLINE OF MAJOR CONTENT AREAS**

**D. LEARNING OUTCOMES (General)**

1. describe concept of integrated marketing communications process
2. describe the basics of Marketing Communications
3. describe the basics of consumer buyer behaviors
4. describe the concept of branding
5. describe the idea of positioning
6. describe the responsibilities of the Federal Trade Commission
7. describe types of trade promotions
8. explain advertising design theories
9. explain target market
10. explain the basics of creating, rejuvenating, changing and conveying an image
11. explain the marketing mix
12. explain the reasons for regulating marketing practices
13. identify consumer and business segmentation
14. identify governmental regulatory agencies
15. identify the codes of marketing communications ethics
16. use the personal selling process
17. describe advertising management
18. describe advertising message strategies
19. describe media strategy and planning
20. describe public relations programs and sponsorships
21. describe the purpose of public relations events
22. explain business-to-business buyer behaviors
23. explain how to choose an advertising agency
24. explain positioning
25. explain the functions of a public relations department
26. explain types of consumer promotions
27. identify advertising objectives
28. identify media selection options
29. identify new trends in business-to-business selling
30. identify public relations stakeholders
31. discuss how to use data to develop marketing programs
32. discuss the objectives of database marketing
33. discuss the objectives of direct marketing programs
34. discuss the process of building a data warehouse
35. explain how to collect data for database marketing
36. explain how to mine data for information
37. describe the types of evaluation available for marketing
38. discuss branding for the internet
39. discuss customer service on the internet
40. discuss marketing functions on the Internet
41. discuss the importance of evaluation for integrated marketing
42. explain business-to-business e-commerce
43. explain direct marketing on the internet
44. explain e-commerce components

45. explain permission marketing
46. explain sales support for the internet
47. identify e-commerce incentives
48. identify marketing components of direct marketing

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

None

**F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

**G. SPECIAL INFORMATION**

None noted