

Dakota County Technical College

MKTC 2710: Innovations in Marketing

A. COURSE DESCRIPTION

Credits: 2

Lecture Hours/Week: 2

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course content includes the latest and most important marketing trends and topics, specifically dealing with emerging technology. Students will hear from industry leaders, explore cutting-edge theories and practices and have an opportunity to explore trends in which they have a particular interest. The course also introduces current marketing, sales, ethics, and technology cases to help develop a student's critical thinking skills about topics they may encounter in their future business professions.

B. COURSE EFFECTIVE DATES: 08/27/2012 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Discuss new marketing developments
2. Describe new technology affecting the marketing profession
3. Use marketing case studies to encourage critical thinking skills
4. Explain how the marketing mix is affected by new technical innovations in marketing
5. Explain how innovations in the field of marketing technology also require new laws and regulations
6. Explore the topic of ethics with new marketing developments
7. Explain the uses of emerging marketing technologies
8. Identify the need to keep up with innovations in marketing
9. Explain the importance of evaluating marketing trends for value of usage
10. Identify how companies use new innovations in marketing for their growth

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted