

Inver Hills Community College

BUS 1104: 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

Provides an overview of the marketing process and examines the role of government, the marketing environment, consumer behavior, and the marketing function within an enterprise. Students will learn how to develop and implement an effective marketing plan which includes identification of target markets and the utilization of the appropriate marketing mix (product, price, promotion and distribution). The course also covers essential marketing concepts and terminology such as positioning, segmentation, relationship marketing, marketing information systems, etc.

B. COURSE EFFECTIVE DATES: 01/01/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Consumer & Organizational Behavior 10%
2. Course introduction; Meaning/Perspectives of Marketing 15%
3. Distribution Decisions 10%
4. Marketing Environment; Marketing Ethics; 15%
5. Marketing Research 10%
6. Pricing Decisions. 10%
7. Product Decisions 10%
8. Promotion Decisions 10%
9. Target Marketing; Services Marketing. 10%

D. LEARNING OUTCOMES (General)

1. Address the questions: "Who can wisely ignore the principles of marketing?" "Is marketing a dirty word?" "A necessary evil?"
2. Assess a marketing problem or opportunity, arrive at solutions and strategies and articulately present and defend them
3. Explain what it means to be, and why a marketing plan must be, "marketing-driven."
4. Create a marketing plan, which includes the following key elements, executive summary, industry analysis, product/service positioning incorporating the four P's (product, price, place, promotion), sales forecast, and implementation and control
5. Use a minimum of two online market research tools and incorporate research from these tools into a marketing plan. Examples of market research tools include "Business and Company Resource Center," "ReferenceUSA," and the U.S. Census (www.census.gov).

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted