

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 - 08/04/2017

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