



TRINITY VALLEY COMMUNITY COLLEGE
ADMINISTRATIVE-MASTER SYLLABUS

Course Title:

Principles of Marketing

Course Prefix and Number:

MRKG 1311

Department – Division:

Business and Computer Science Division

Course Type – select from one of the following categories.

- Academic General Education Course (from ACGM – but not in TVCC Core)
- Academic TVCC Core Course
- WECM Courses

Semester Credit Hours: Lecture Hours: Lab/other hours

Semester Credit Hours	Lecture Hours	Lab/Other* Hours
3	3	0

Other hours include practicum, clinical or other types of non-lecture instruction. *If other, please specify: _____

Course Catalog Description

An introduction to marketing related to the principles of marketing and marketing management including an analysis of economics, psychological, and sociological factors that influence marketing.

Prerequisites/co requisites

None

Topical Outline

- 1. Introduction to the World of Marketing**
- 2. Strategic Market Planning**
- 3. Thriving in the Marketing Environment**
- 4. Marketing Research**
- 5. Consumer Behavior**
- 6. Business-to-Business Markets**
- 7. Target Marketing Strategies and Customer Relationship Management**
- 8. Creating and Managing the Product**
- 9. Promotional Strategy and Integrated Marketing Communication**
- 10. Advertising, Sales Promotion, and Public Relations**
- 11. Personal Selling, Sales Management, and Direct Marketing**
- 12. Channels of Distribution and Logistics**
- 13. Retailing**

Course Learning Outcomes

The student will acquire an understanding of the following course learning outcomes:

- 1. Explain what marketing is and how it provides value to everyone involved in the marketing process.**
- 2. Discuss the basics of marketing planning and the marketing mix tools used in the marketing process**
- 3. Describe the marketing research process**
- 4. Explain the different types of data collection methods and types of consumer samples that researchers use**
- 5. Discuss the need for marketing segmentation in today's business environment**
- 6. Discuss how marketers practice consumer relationship management to increase long-term success and profits**
- 7. Explain what advertising is and describe the major types of advertising**

Relationship to General Education Outcomes – In addition to the core competencies, Trinity Valley Community College has established ten general education goals which specify knowledge and skills that students should gain from completing courses in the various component areas of the core curriculum. Information regarding curriculum and assessment as a means for the improvement of student learning through the general education component. (Select all that apply.)

Mark with an "X"	General Education Outcome
	A. To communicate clearly and effectively in both oral and written English.
	B. To improve reading skills focused on comprehending, analyzing, interpreting, and evaluating printed materials.
	C. To understand mathematical information and utilize mathematical skills.
	D. To demonstrate qualitative and quantitative critical thinking skills.
X	E. To understand and appreciate cultural and ethnic diversity.
	F. To utilize computer based technology in accessing information, solving problems, and communicating.
	G. To recognize and evaluate artistic achievements in the visual and performing arts.
	H. To improve basic understanding of political, economic, and social systems.
	I. To demonstrate knowledge of the physical universe and living systems.
X	J. To develop skills and strategies to become an engaged learner.

Required Text(s)

Solomon, Michael R. and Elnora W. Stuart, *Marketing Real People, Real Choices*, Prentice Hall Publishing, 5th Edition, 2007. ISBN: 0-13-2299208

Optional Text(s)

none

Material/Technology to be supplied by the student.

Internet tools will be utilized in the completion of this course.

Course Requirements/Grading System – describe any course specific requirements such as research papers or reading assignments and the generalized grading format for the course; not intended to restrict the individual nature by which each faculty member who teaches the course determines course requirements and final student performance, but should offer consistency within reason for all sections taught for those departments without a standardized format.

METHODS OF INSTRUCTION: Instruction will be by lecture/computer application/demonstration/discussion, with emphasis on student- teacher interaction.

METHODS OF EVALUATION: The evaluation process will consist of tests which will constitute fifty percent (50%) of the grade, the assignments, attendance and participation will constitute thirty percent (30%) of the grade and the final will account for twenty percent (20%).

Approvals – the contents of this document have been reviewed and are found to be accurate.

Prepared by	Signature	Date
Department Head	Signature	Date
Division Chair	Signature	Date
Vice President	Signature	Date