

# ILLINOIS VALLEY COMMUNITY COLLEGE



## COURSE OUTLINE

DIVISION: Natural Sciences Business

COURSE: MKT 1210: Principles of Marketing

Date: 09/18/13

Credit Hours: 3

Prerequisite(s): None

Delivery Method:  **Lecture**                      **3 Contact Hours** (1 contact = 1 credit hour)  
 **Seminar**                              **0 Contact Hours** (1 contact = 1 credit hour)  
 **Lab**    **0 Contact Hours** (2 contact = 1 credit hour)  
 **Clinical**                                      **0 Contact Hours** (3 contact = 1 credit hour)  
 **Online and Telecourse**  
 **Blended**

Offered:  **Fall**       **Spring**       **Summer**

IAI Equivalent –**Only for Transfer Courses**-go to <http://www.itransfer.org>.

### CATALOG DESCRIPTION:

An introductory course in fundamentals of marketing, the nature of competition, basic marketing problems, policies of business organizations and the planning of marketing. Topics include product, price, distribution, and promotion strategies needed for all organizations.

## GENERAL EDUCATION GOALS ADDRESSED

*[See the last page of this form for more information.]*

### Upon completion of the course, the student will be able:

[Choose those goals that apply to this course.]

- To apply analytical and problem solving skills to personal, social and professional issues and situations.
- To communicate orally and in writing, socially and interpersonally.
- To develop an awareness of the contributions made to civilization by the diverse cultures of the world.
- To understand and use contemporary technology effectively and to understand its impact on the individual and society.
- To work and study effectively both individually and in collaboration with others.
- To understand what it means to act ethically and responsibly as an individual in one's career and as a member of society.
- To develop and maintain a healthy lifestyle physically, mentally, and spiritually.
- To appreciate the ongoing values of learning, self-improvement, and career planning.

### EXPECTED LEARNING OUTCOMES AND RELATED COMPETENCIES:

*[Outcomes related to course specific goals.]*

#### Upon completion of the course, the student will be able to:

1. Know how Customer-Driven Marketing works.
  - 1.1 Explain how marketing creates utility.
  - 1.2 Know the 4 eras of marketing.
  - 1.3 Identify the basic elements of a marketing strategy.
2. Know the marketing environment, ethics, and social responsibility.
  - 2.1 Identify the marketing environment.
  - 2.2 Describe how the government interacts with marketing.
  - 2.3 Explain competition marketers face.
3. Know how Global Marketing works.
  - 3.1 Identify the key components in international marketing.
  - 3.2 Compare the alternative strategies for going international.
  - 3.3 Differentiate between a global and multi-domestic strategy.
4. Know how E-Commerce affects marketing.
  - 4.1 Define e-commerce and give examples of marketing on the Internet.
  - 4.2 Describe how marketers use the Internet.
  - 4.3 Identify the primary online marketing channels.
  - 4.4 Describe how an effective web site can enhance relationships.
5. Know how to succeed by using relationship and database marketing.
  - 5.1 Explain the key elements of relationship marketing.
  - 5.2 Explain the primary methods in measuring customer satisfaction.
  - 5.3 Discuss the value strategic alliances play in marketing.

6. Know how to do marketing planning and forecasting
  - 6.1 Distinguish between strategic and tactical planning.
  - 6.2 Identify steps in the marketing process.
  - 6.3 Describe SWOT Analysis.
  - 6.4 Explain how to forecast.
  
7. Know how to do marketing research and to use decision support systems.
  - 7.1 Explain the marketing research process.
  - 7.2 Difference between primary and secondary data.
  - 7.3 Methods of collecting data.
  
8. Know how to segment markets and target markets.
  - 8.1 Describe criteria for effective segmentation.
  - 8.2 Know how to reach the target market.
  - 8.3 Explain the 4 bases for segmenting markets.
  
9. Understand consumer behavior.
  - 9.1 Differentiate between customer and consumer behavior.
  - 9.2 Outline steps in the consumer decision process.
  - 9.3 Identify interpersonal determinants of consumer behavior.
  
10. Understand B2B: Business-to-Business marketing.
  - 10.1 Identify characteristics of the business market.
  - 10.2 Explain the buying center concept.
  - 10.3 Understand difference between consumer and B2B marketing.
  
11. Know Product Strategies
  - 11.1 Classify consumer and business markets.
  - 11.2 Understand the product life cycle and how to extend it.
  - 11.3 Relate product strategy to the marketing mix.
  
12. Know Distribution Strategies
  - 12.1 Know different types of distribution channels.
  - 12.2 Understand vertical marketing systems.
  - 12.3 Know the role of logistics.
  
13. Understand Advertising, Promotion, and Public Relations
  - 13.1 Know the different types of advertising.
  - 13.2 Know how to create a media schedule.
  - 13.3 Know how to create a marketing promotion.
  
14. Understand How to Manage a Pricing Strategy
  - 14.1 Know the different pricing strategies.
  - 14.2 Understand different pricing policies.
  - 14.3 Understand how transfer pricing works

## **COURSE TOPICS AND CONTENT REQUIREMENTS:**

See Above

## **INSTRUCTIONAL METHODS:**

Lecture

Discussion

Hands-On Activities

Demonstrations

Group Projects

Simulation

Case Projects: both individual and team approach.

Presentations: both student presentations and outside professionals.

DVD's

## **INSTRUCTIONAL MATERIALS:**

Textbook

Instructor's Manual

Textbook Web Page

Listserv for Instructors

Simulation Exercises

Internet

## **STUDENT REQUIREMENTS AND METHODS OF EVALUATION:**

Tests

Final Exam

Homework

Quizzes

Attendance

Participation

Simulation checks

Capstone Project

## **OTHER REFERENCES**

Wall Street Journal

Kiplinger's Magazine

Business Week

Forbes

Barron's

Textbook Web Page

Home Library (Magazines/Books)







