

Lake Superior College

BUS 2400: Principles of Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:

ENGL 0955 - Read/Write College Prep: Advanced; OR

READ 0955 - Read/Write College Prep: Advanced

Corequisites: None

MnTC Goals: None

This course is designed to provide the student with an overview of basic marketing principles and practices, centering on the component of the marketing mix and the contribution each component makes toward the overall marketing effort of large and small businesses and organizations. (Prerequisites: College-level reading or concurrent enrollment in READ/ENGL 0955)(3 hrs lec/0 hrs lab/0 hrs OTJ)

B. COURSE EFFECTIVE DATES: 08/01/2019 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Understand how ethical and social responsibility issues affect marketing decisions and impact consumers.
2. Understand the elements of strategic marketing planning.
3. Understand the processes and factors influencing the targeting of the marketplace.
4. Understand the decision-making processes of individual consumers and organizations.
5. Understand product concepts and strategies used to create value in the marketplace.
6. Understand pricing concepts and techniques that capture value.
7. Understand channel and supply chain management concepts to deliver value to all channel members.
8. Understand marketing communication concepts that effectively promote products/services.
9. Understand the external marketing environments that impact a firm.
10. Understand the basic elements in developing a global marketing mix strategy.
11. Apply marketing concepts to real world situations.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted