

Saint Paul Consortium
Articulated College Credit (ACC) Agreement
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Agreement Name: Marketing Principles

Agreement Last Reviewed: 2017

Next Review Date: 2019

College	Course Name	Course Prefix	Course Number	Course Credits
Saint Paul College	Marketing Principles	BUSN	1440	3

Students will develop an understanding of the basic principles of marketing. Students will examine core marketing concepts (needs, wants and demands) and the elements used in developing a marketing plan, including consumer behavior principles, direct and online marketing, pricing strategies, advertising, sales promotion, public relations, personal selling and product distribution. Current marketing trends will be discussed.

Curriculum Content Objectives:

To receive credit, students will master 100% of the following content objectives:

1. Understand marketing and communication strategies and its core concepts.
2. Analyze the challenges facing marketers and explore strategies to connect to customers.
3. Identify and create the components of a marketing and communication plan and create a strategy to reach the target market.
4. Examine organizational strategic planning demonstrate how the marketing and communication plan fits into the overall strategic plan.
5. Identify the trends and forces shaping the digital electronic age.
6. Analyze market segmentation and identify the optimum target market.
7. Explore careers and jobs in the marketing field.

Assessments:

Students must achieve no less than 80% or B for a final grade in the high school course to receive ACC.

ACC Concept:

Skills for selected courses, required for graduation in programs at the colleges participating in this regional agreement are taught in our schools using the assessments developed collaboratively by secondary and post-secondary staff. High School credit is earned and college credits are earned if the student meets the college achievement.