A. Course Description

Credits: 4

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: None

This course surveys factors that marketing managers take into account when creating a marketing plan, including consumer behavior principles, market segmentation, product life cycle, packaging, branding, pricing, advertising, sales promotion, public relations, personal selling, product distribution methods and key laws affecting marketing practices. The course takes a practical approach to explaining how to identify marketing objectives and determine strategies for reaching them. It is useful to general business students, students who plan marketing management or marketing communications careers and those who wish to be better informed consumers. This course is also offered online. Prerequisite: Goal 1 writing requirement plus 30 credits must be satisfied.

B. Course Effective Dates: 08/01/1998 - 09/05/1999 09/06/1999 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Demonstrate an understanding of core marketing concepts and of the overall marketing process.
2. Develop an understanding of the 4Ps of Marketing - product, price, place and promotion - and the roles they play in marketing strategies.
3. Demonstrate writing competency by the aggregation of knowledge and expression of ideas as integrated into a cohesive marketing plan.
4. Demonstrate communication skills by presenting a prepared, purposeful presentation designed to demonstrate knowledge of marketing concepts.

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

Prerequisite: Goal 1 writing requirement plus 30 credits must be satisfied.