PRINCIPLES OF MARKETING
MKT 2200

Class Hours: 3.0  Credit Hours: 3.0
Laboratory Hours: 0.0  Date Revised: Spring 02

Note: This course is not designed for transfer credit.

Catalog Course Description:
A study of the function of marketing in businesses and organizations. Topics include target markets, segmentation, product and service analysis, promotion planning, distribution and supply chain management and pricing strategies within the context of relationship marketing.

Entry Level Standards:
Basic college-level competencies in logic, reading, and English are presumed.

Prerequisites:
None

Textbook(s) and Other Reference Materials Basic to the Course:

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>An Overview of Marketing</td>
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<td>2</td>
<td>The Marketing Environment and Marketing Ethics</td>
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<td>3</td>
<td>Developing a Global Vision</td>
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<td>4</td>
<td>Consumer Decision Making</td>
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<td>5</td>
<td>Business Marketing</td>
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<td>6</td>
<td>Segmenting and Targeting Markets</td>
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<td>7</td>
<td>Decision Support Systems and Marketing Research</td>
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<tr>
<td>8</td>
<td>Product and Services Concepts</td>
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<tr>
<td>9</td>
<td>Developing and Managing Products</td>
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II. Course Objectives*:

A. Define and explain marketing. I, VII
B. Explain how the external environment affects marketing. (I, VII)
C. Explain the ethical implications of marketing decisions and discuss social responsibility. I, IX, VII
D. Discuss the importance of global marketing and explain global marketing strategy. I
E. Explain buyer decision making processes and identify the factors that influence buyer behavior. I, VI
F. Discuss market segmentation and target marketing. I, VII
G. Explain the role of marketing research and its implementation. I, VII
H. Explain how to develop marketing strategy and a marketing mix, consisting of product, price, distribution, and promotion strategy. I, VI
I. Discuss Internet marketing. I, VII
J. Describe the development of a marketing plan. I, VII

*Roman numerals after course objectives reference goals of the E-Commerce/Marketing program.

III. Instructional Processes*:

Students will:

1. Collaborate in teams to analyze and solve marketing problems. Communication Outcome, Problem Solving and Decision Making Strategy, Active Learning Strategy
2. In teams, analyze cases to formulate successful marketing strategies. Problem Solving and Decision Making Outcome, Information Literacy Outcome, Active Learning Strategy
3. Through peer evaluations, evaluate team member participation. Communication Outcome, Cultural Diversity and Social Adaptation Outcome, Active Learning Strategy
4. Conduct in teams at least one formal in-class presentation, using appropriate audio/visual aids to enhance the delivery of marketing concepts. Communication Outcome, Information Literacy Outcome, Transitional Strategy
5. Learn practical applications of marketing theories from guest speakers in various marketing-related occupations. *Transitional Strategy*

6. Learn elements of the work ethic, such as professionalism, punctuality, dependability, cooperation, respect, and contribution. *Personal Development Outcome, Cultural Diversity and Social Adaptation Outcome, Transitional Strategy*

*Strategies and outcomes listed after instructional processes reference Pellissippi State’s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

**IV. Expectations for Student Performance**: 

Upon successful completion of this course, the student should be able to:

1. Define marketing. A
2. Describe historic and current marketing philosophy. A
3. Name the four parts of the marketing mix. A, H
4. Identify and select a target market. A, F
5. Analyze how the components of the external environment impact a marketing strategy. B
6. Understand and evaluate the ethical implications of marketing decisions. C
7. Apply marketing concepts to the global business environment. D, H
8. Explain the difference between consumer and business marketing. E
9. Describe consumer and organizational buyer decision making processes and outline the major influences on buying behavior. E
10. Describe the bases for segmenting markets. F
11. Design a market segmentation plan. F
12. Outline the steps in a marketing research project. G
13. Define product and classify products. H
14. Explain branding strategies. H
15. Explain and use the product life cycle concept. H
16. Develop product strategy for new and current products and services. H
17. Identify and evaluate marketing channels. H
18. Explain supply chain management. H
19. Explain the role of retailing and analyze retail marketing strategy. H
20. Design a promotion mix for a product. H
21. Develop an integrated marketing communication plan. H
22. Develop pricing strategies. H
23. Explain the role of Internet marketing. I
24. Develop logical analyses of and solutions to marketing problems. A-J
25. Develop a consumer-oriented marketing plan. A-J

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures:
   A minimum of three exams is recommended.

B. Laboratory Expectations:
   N/A

C. Field Work:
   N/A

D. Other Evaluation Methods:
   A minimum of three case studies is recommended. Internet projects and/or other assignments can also be included in the final grade.

E. Grading Scale:
   
<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>92-100</td>
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<tr>
<td>B+</td>
<td>89-91</td>
</tr>
<tr>
<td>B</td>
<td>82-88</td>
</tr>
<tr>
<td>C+</td>
<td>79-81</td>
</tr>
<tr>
<td>C</td>
<td>72-78</td>
</tr>
<tr>
<td>D</td>
<td>65-71</td>
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<tr>
<td>F</td>
<td>Below 65</td>
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VI. Policies:

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course.