PRINCIPLES OF MARKETING
MKT 2200

Class Hours: 3.0  Credit Hours: 3.0
Laboratory Hours: 0.0  Date Revised: Spring 1999

NOTE: This course is not designed for transfer credit.

Catalog Course Description:
A study of the role of marketing in business and society. Development of effective marketing strategies based on careful analysis of internal and external environmental forces is emphasized. The application of basic marketing principles is presented through lecture and case analysis.

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

Prerequisites/Corequisites:
None

Textbook(s) and Other Reference Materials Basic to the Course:
Required Textbooks:
(Optional Study Guide to accompany text is highly recommended for WWW and VT sections.)
Reference Book:
Formats for Business Documents

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Overview of Marketing and Customer Relationships</td>
</tr>
<tr>
<td>2</td>
<td>The Marketing Environment</td>
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<tr>
<td>3-4</td>
<td>Market Segmentation and Consumer Behavior</td>
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<tr>
<td>5</td>
<td>Business-to-Business Marketing; Test 1 (Chapters 1, 3, 7-9)</td>
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<tr>
<td>6</td>
<td>Product Strategy</td>
</tr>
<tr>
<td>7</td>
<td>Product Mix Decisions &amp; Brand Management</td>
</tr>
<tr>
<td>8</td>
<td>Distribution &amp; Wholesaling</td>
</tr>
<tr>
<td>9</td>
<td>Retailing</td>
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</tbody>
</table>
II. Course Objectives*:

A. Demonstrate insight into the basic elements of the marketing concept and its implementation. I

B. Exhibit an understanding of how firms identify target markets and how market and sales potentials are determined. I,II,III

C. Develop an awareness of how elements of sociology, psychology, and economics influence consumer decision processes. II,V,IX

D. Exhibit an understanding of how channels of distribution are developed and operate. I,II

E. Demonstrate a complete and thorough understanding of the communication process and how marketers use this process in developing promotional materials. I,IV,V,VII

F. Develop an understanding of the reasons for setting prices. I,VIII

G. Acquire a basic marketing vocabulary. I,VII

*Roman numerals after course objectives reference goals of the MKT program.

III. Instructional Processes*:

Students will:

1. Collaborate in teams to analyze and solve marketing problems. Problem Solving and Decision Making Outcome, Active Learning Strategy, Information Literacy Outcome

2. As a team, use “The Case Method” to formulate strategies for successful marketing plans. Active Learning Strategy, Problem Solving and Decision Making Outcome

3. Learn practical applications of marketing theories from guest speakers in various marketing-related occupations. Active Learning Strategy, Transitional Strategy, Communication Outcome

4. Learn elements of the work ethic, such as punctuality, professionalism, dependability, cooperation, and contribution. Personal Development Outcome

5. Through peer evaluations, impose and experience group sanctions on participation. Communication Outcome, Active Learning Strategy, Problem Solving and Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome

6. As a team, conduct at least one formal presentation, using appropriate audio/visual aids to enhance the delivery of marketing concepts to the rest of the class. Transitional Strategy, Communication Outcome, Technological Literacy Outcome
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 and discuss how firms implement a consumer-oriented marketing program. A,G
2. Describe the exchange of goods and services and how marketing simplifies the process. A,G
3. Identify different types of market segmentation strategies, and recognize the major types of segmentation variables—socioeconomic, geographic, psychographic, and usage. B,G
4. Recognize the consumer decision-making process, and understand some of the major influences on buying behavior. C,G
5. Explain the problems of managing a variety of products within a single organization. D,G
6. Describe how products move from the point of production to the point of consumption. Identify the role of different intermediaries—physical distribution specialists, wholesalers, retailers, brokers, etc.—insuring the effective, efficient flow of products. F,G
7. Demonstrate the communication model and discuss problems that can occur in the process. E,G
8. Discuss the differences, as well as the similarities, in advertising, publicity, personal selling, and sales promotion. E,G
9. Recognize the various elements of a print ad and explain how they are developed. E,G
10. Recognize the six major types of media and summarize how they are developed. E,G
11. Read a description of real world business problems and develop a logical, well-written alternative solution to these problems. G
12. Recognize pricing objectives. F,G
13. Distinguish between costs-oriented pricing and demand-oriented pricing. F,G
14. Discuss why sales forecasting is needed. G
15. Summarize flow-charting techniques. G
16. Interpret graphs and charts. G

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

V. Evaluation:

A. Testing Procedures:

Students are evaluated primarily on the basis of tests. Test scores constitute at least 60% of the course grade. A minimum of three exams must be given.
B. Laboratory Expectations:

None

C. Field Work:

None

D. Other Evaluation Methods:

Class participation and homework will also comprise the final grade for the course. A minimum of 3 case studies will be required during the term. Each instructor must provide full details during the first week of class via a syllabus supplement.

E. Grading Scale:

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>92 - 100</td>
<td>A</td>
</tr>
<tr>
<td>89 - 91</td>
<td>B+</td>
</tr>
<tr>
<td>82 - 88</td>
<td>B</td>
</tr>
<tr>
<td>79 - 81</td>
<td>C+</td>
</tr>
<tr>
<td>72 - 78</td>
<td>C</td>
</tr>
<tr>
<td>65 - 71</td>
<td>D</td>
</tr>
<tr>
<td>Below 65</td>
<td>F</td>
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</tbody>
</table>

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.