

Common Course Outline
MNGT 150
Principles of Marketing
3 Credits

The Community College of Baltimore County

Description

MNGT 150 – 3 credits – Principles of Marketing examines the managerial approach to the basic problems and practices in marketing; provides an analysis of marketing methods and techniques, channels of distribution, pricing, product lines and promotion.

3 Credits

Prerequisites: MNGT 101

Overall Course Objectives

Upon successful completion of this course students will be able to:

1. identify the functions performed by a marketing manager;
2. differentiate and explain the marketing mix;
3. explain the use of ethics and social responsibility in the context of marketing;
4. develop a marketing strategy for marketing campaigns;
5. formulate product, price, place, and promotion policies;
6. identify and differentiate between the various stages of a product life cycle;
7. identify the different environmental factors influencing marketing decisions and activities;
8. name and illustrate the various bases used for segmenting consumer and industrial markets;
9. summarize effective marketing strategies in global, multinational and transnational organizations; and
10. analyze the implications of legal restraints on decisions involving competitive action, products, price marketing channels, and promotion.

Major Topics

- I. The marketing process
 - A. The role of marketers and how it relates to organizational strategies
 - B. Customer relationships and value through marketing
 - C. Marketing and organizational strategies
 - D. The marketing mix (product, price, place and promotional activities) to create value
 - E. Five environmental factors in a market
 - F. Legal restraints relative to marketing
 - G. Ethical and social responsibility in marketing

- II. Buyers and markets
 - A. Consumer behavior
 - B. Organizations as customers
 - C. Global consumers and markets
- III. Identify marketing opportunities
 - A. Marketing research
 - B. Market segmentation, targeting and positioning
- IV. Satisfying marketing opportunities
 - A. New products and services
 - B. The product life cycle
 - C. Pricing products and services
 - D. Marketing channels and supply chains
 - E. Retailing and wholesaling
 - F. Integrated marketing communications and direct marketing
 - G. Advertising, sales promotion, and public relations

Course Requirements

Grading procedures will be determined by the individual faculty member but will include the following:

Exams

At least three (3) in-class exams for traditional/face-to-face classes or at least three (3) proctored exams for online/hybrid classes.

Written Assignments:

Students are required to utilize appropriate academic resources. The individual faculty member will determine specific writing assignments but must include at least two written assignments.

Examples include but are not limited to:

- Written case studies
- Term paper/project
- Topic related exercises

Other Course Information:

This course is one of the program requirements for Business Administration and Business Management.