

MNGT 150
Principles of Marketing
3 Credits

Community College of Baltimore County
Common Course Outline

Description

Management 150 – Principles of Marketing: is a course in which students examine real-world applications of the managerial approach to the basic problems and practices in marketing. Students are provided an analysis of marketing methods and techniques to assess and solve marketing problems. This course introduces students to the fundamentals of data-driven marketing and how to use those data to guide decision-making.

Pre-requisites: MNGT 101

Overall Course Objectives

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

1. define marketing and the marketing mix factors;
2. explain the steps of the planning stage of the strategic marketing process;
3. discuss the environmental scanning process and how it has an impact on the marketing strategy;
4. identify factors that influence ethical and unethical marketing;
5. describe the concepts of social responsibility in marketing;
6. summarize the consumer purchase decision process;
7. differentiate between the organizational buying process and consumer buying;
8. identify the environmental forces that impact global marketing efforts;
9. outline the marketing research process;
10. explain how data analytics and data mining lead to marketing actions;
11. define marketing segmentation and the steps involved in segmenting and targeting markets;
12. identify the ways in which consumer and business products and services can be classified;
13. explain the product life-cycle;
14. describe the unique elements of services;
15. identify the elements that make up price and how to establish the appropriate price level; and
16. describe social media marketing and how social media has transformed marketing communications.

Major Topics

- I. Customer relationships
- II. Marketing strategies
- III. The marketing mix

The Common Course Outline (CCO) determines the essential nature of each course.
For more information, see your professor's syllabus.

- IV. Legal restraints relative to marketing
- V. Ethics in marketing
- VI. Consumer behavior
- VII. Global consumers and markets
- VIII. Marketing research
- IX. Data Analytics
- X. The product life cycle
- XI. Social Media

Course Requirements

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- three tests
- final exam
- one project
- three marketing case study assignments

Written assignments and research projects: Students are required to use appropriate academic resources in their research and cite sources according to the style selected by their professor.

Date Revised: 11/1/2022