

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 201

Credits: 3

Course Title: Principles of Marketing

Course Description: Introduces students to the discipline of marketing and the need to create customer value and relationships in the marketplace. Presents an overview of the marketing principles and management strategies, along with the analytical tools used by organizations in the creation of a marketing plan. Lecture 3 hours per week.

General Course Purpose: The purpose of this course is to learn basic marketing principles and strategies used by companies throughout the world. Marketing accounts for more jobs than any single function within a business which includes the functions of product development, production distribution, product pricing and promotion.

Course Prerequisites and Co-requisites:

None

Course Objectives:

Upon completing the course, the student will be able to:

- a. Distinguish the various forms of the definition of marketing.
- b. Explain what marketing functions are and who performs them.
- c. Recognize and relate to the important new terms throughout the text.
- d. Recognize what the marketing concept is and how it should affect a firm's strategy planning.
- e. Understand the elements of the marketing mix and what each element's role is within the firm.
- f. Know the uncontrollable variables the marketing manager must work with.
- g. Identify intermediate customer, as well as the traditional retail-marketing customers.

Major Topics to Be Included:

- a. Marketing middlemen: wholesaler, retailer, broker, and agent, including cooperative and trade associations, shippers, stores, and facilitators.
- b. Present-day problems and policies connected with distribution and sale of products, pricing, promotion, and buyer motivation.
- c. Variations of the marketing mix and market research.
- d. Legal, social, and ethical considerations in marketing

Effective Date of Course Content Summary: August 25, 2008