

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 285 **Credits:** 3

Course Title: Current Issues in Marketing

Course Description (including lecture hours, lab hours, total contacts)

Serves as a capstone course for marketing majors. Provides an integrated perspective of current issues and practices in marketing. Explores contemporary issues and practices in a highly participatory classroom environment. Lecture 3 hours per week.

General Course Purpose

The present marketing venues and opportunities resulting from the strong presence of the internet, the proliferation of small entrepreneurial business startups, market diversity and the growing need for middle management staff by mass merchandisers, require more focused instructional experiences than traditional marketing programs.

Course Prerequisites/Corequisites

None

Course Objectives (Each item should complete the following sentence.)

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

- a. Identify the current issues associated with business development in the metro area.
- b. Meet and work with metro area marketing and business executives.
- c. Develop business tract analysis studies.
- d. Develop individual career plans in marketing.

Major Topics to be Included

- a. Guest Expert series with CEO's and Marketing Executives.
- b. Student Field interviews and meetings with key business executives in the metro area.
- c. Examination and analysis of selected metro business and their impact on the changing environment of the market.
- d. Career opportunities in Marketing.

Effective Date of Course Content Summary:

September 10, 2008