**Outline of Instruction**

<table>
<thead>
<tr>
<th>Division:</th>
<th>Business Division</th>
<th>Area:</th>
<th>Marketing Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Number:</td>
<td>MCOM 201</td>
<td>Course Name:</td>
<td>Principles of Marketing</td>
</tr>
<tr>
<td>Prerequisite:</td>
<td>None</td>
<td>Corequisite:</td>
<td>None</td>
</tr>
<tr>
<td>Hours Required:</td>
<td>Class: 45</td>
<td>Lab:</td>
<td>Credits: 3</td>
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**Course Description/Purpose:**
The focus of this course is on the study of the fundamental marketing principles. Topics include the marketing environment, marketing planning and research, consumer behavior, market segmentation, international marketing and the marketing mix.

**Major Units**
- Foundation of Marketing and Marketing Strategy
- Marketing Research
- Consumer Markets and Behavior
- Market Segmentation and Target Marketing
- Product and Product Mix
- Marketing Channel and Distribution
- Pricing
- Marketing Communication
- Global Marketing
- Social Responsibility and Marketing
- E-Commerce

**Educational/Course Outcomes**
Student learning will be assessed by a variety of methods, including but not limited to, quizzes and tests, journals, essays, papers, projects, laboratory/clinical exercises and examinations, presentations, simulations, portfolios, homework assignments, and instructor observations.

**Cognitive**
Each student will be expected to *Identify/Recognize...*

- the importance of global marketing;
- the interpersonal and personal determinants of consumer behavior;
- the role of market segmentation and target marketing in the marketing process;
- the classifications and functions of distribution channel members;
- the basic elements of the marketing mix;
- the steps and tools used in the marketing planning process;
- the elements of the marketing research process;
- the elements of the product strategy;
- the elements of the promotional strategy;
- the elements of the pricing strategy.

**Performance**
Each student will be expected to *Demonstrate/Practice...*

- creating and analyzing a marketing plan for a product;
- communicating this analysis to other class members.

**Attitudinal**
Each student will be expected to *Believe/Feel/Think...*

- more knowledgeable about the marketing process
- more aware and confident as a consumer.

Revised 6/2006:WW