



MONROE COUNTY
COMMUNITY COLLEGE

Course Outcome Summary

MCOM 201, Principles of Marketing

Course Information

Division	Business
Course Number	MCOM 201
Course Name	Principles of Marketing
Contact Hours	45
Total Credits	3

Prerequisites: ENGL 090 and RDG 090 or qualifying scores on accepted placement tests

Course Description

The focus of this course is on the study of the fundamental marketing principles. Topics include the marketing environment, market planning and research, consumer behavior, market segmentation, international marketing and the marketing mix.

Exit Learning Outcome

This is a required course for an AAS in Business Management.

Program Outcomes Address by this Course:

Upon successful completion of this course, students should be able to meet the program outcomes listed below:

- Demonstrate a broad understanding of the U.S. business environment
- Demonstrate understanding of marketing principles
- Demonstrate understanding of global business

Major Units:

- Marketing Overview and the Marketing Mix
- Marketing Strategies and Planning
- Social and Mobile Marketing
- Marketing Ethics
- Consumer Behavior
- Business-to-Business Marketing
- Marketing Services
- Global Marketing
- Segmentation, Targeting, and Position
- Product Branding
- Product Development
- Supply Chain Management
- Advertising, Public Relations, and Sales Promotion



Course Outcomes

In order to evidence success in this course, students will be able to:

1. Analyze the Marketing Environment

Linked Program Outcomes

- a. Demonstrate understanding of marketing principles

2. Develop marketing strategies for a business or non-profit organization

Linked Program Outcomes

- a. Demonstrate a broad understanding of the U.S. business environment
- b. Demonstrate understanding of marketing principles

3. Demonstrate an understanding of global marketing

Linked Program Outcomes

- a. Demonstrate understanding of global business

4. Apply the marketing concepts of segmentation, targeting, and positioning

Linked Program Outcomes

- a. Demonstrate understanding of marketing principles

5. Apply branding and brand extension strategies

Linked Program Outcomes

- a. Demonstrate understanding of marketing principles

6. Articulate methods and strategies for developing products

Linked Program Outcomes

- a. Demonstrate understanding of marketing principles