

Course # and Name as it appears in the catalog: MKTG 230 Principles of Marketing**Credit Hours: # 3****Scheduled hours per week**

Lecture: # 3 hours/week; May be taught as e-course, blended, ADS, or traditional

Lab: # 0

Other: # 0

Catalog Course Description: Analysis of the flow of goods and services from the producer to the consumer. Includes target marketing and segmentation, analysis of market research and marketing information systems to provide data for decision making regarding the 4 Ps: Product, Promotion, Pricing, and Placement/Distribution. Includes international marketing, business ethics and social responsibility, and marketing management overview.

Pre-requisites: GBUS 101 or instructor's consent

Co-requisites: None**Course Learning Outcomes:** By the end of the semester, students should be able to:

- Understand the “marketing concept”
- Strategic planning for marketing activities in various types of businesses. How do marketing activities fall into place in the “big picture” of an organization? Are these plans different for industrial, service, nonprofit, or non-business organizations?
- Emphasis will be placed on using models and analysis tools for forecasting and planning.
- Social responsibility and ethics in marketing
- Environmental influences upon companies' marketing programs. What external factors impact a company's ability to develop and sell products?
- Market research. What factors affect buying behaviors for both consumers and industrial and organizational buyers?
- Market demographics and segmentation. How do marketers know who their customers are (in terms of demographics) and how do they divide their customers to best serve them? Based on what issues? What are the advantages and disadvantages of this segmentation?
- “The 4 Ps”:
 - Product strategies. New product development and testing, packaging, and the product life cycle (PLC).
 - Placement/Physical distribution. What effect do marketing channels have on the marketing of products? Wholesaling? Retailing? What is the most economical and efficient way to get products from the manufacturer or point of origin to the customers?
 - Promotional strategies. What promotional techniques and strategies do companies use to get the word out about their products? Advertising, publicity, personal selling, and social media.
 - Pricing decisions. What affects the selling cost of a product? How is it determined?
- International marketing programs.

Topics to be studied:

- The marketing concept as it has evolved from the production approach to business.
- Types of markets: B2C, B2B, government, and international.
- Marketing research and its role in creation of new products and consumer behavior.
- Target marketing and segmentation. Analysis of demographics and psychographics in targeting market segments.
- 4 Ps: Product, promotion, pricing, and physical distribution/placement.

Relationship of Course to Program or Discipline Learning Outcomes:

Associate of Applied Science in Business Administration (AAS/BA) Program Outcomes:	
At the conclusion of the AAS in Business Administration program, students will:	
<ul style="list-style-type: none"> Communicate effectively and professionally both orally and in writing within the context of the business world. 	
<ul style="list-style-type: none"> Demonstrate competence in the use of electronic tools –hardware and software-to research, manage, and present information. 	
<ul style="list-style-type: none"> Demonstrate use of quantitative and qualitative strategies to support organizational decision- making based on analysis of functional business areas including accounting, management, and marketing. 	
<ul style="list-style-type: none"> Demonstrate the ability to solve problems using programmed and non-programmed decision techniques using logical reasoning for evaluating information and data. 	
<ul style="list-style-type: none"> Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people who have different roles, social affiliations, and personalities. 	
<ul style="list-style-type: none"> Be prepared for admission to the Bachelor of Applied Science in Business Administration degree at WVU at Parkersburg. 	

Associate of Science in Business Administration (AS/BA) Program Outcomes:	
Students who complete the Associate in Science in Business Administration at WVUP may elect to continue on for the Bachelor of Science in Business Administration or to transfer to another institution.	
At the conclusion of the AS in Business Administration program, students will:	
<ul style="list-style-type: none"> Be well prepared to transfer and prosper in baccalaureate programs around the country or to be admitted to the Bachelor of Science in Business Administration at WVU at Parkersburg. 	
<ul style="list-style-type: none"> Communicate effectively and professionally both orally and in writing within the context of the business world. 	
<ul style="list-style-type: none"> Demonstrate competence in the use of electronic tools –hardware and software--- to research, manage, and present information. 	
<ul style="list-style-type: none"> Demonstrate use of quantitative and qualitative strategies to support organizational decision--- making based on analysis of functional business areas including accounting, management, and marketing. 	
<ul style="list-style-type: none"> Demonstrate the ability to solve problems using programmed and non---programmed decision techniques using logical reasoning for evaluating information and data. 	
<ul style="list-style-type: none"> Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people who have different roles, social affiliations, and personalities. 	

Relationship of Course to General Education Learning Outcomes:	
Composition and Rhetoric Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X
Science & Technology Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	X
Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	
5/3/2016	

Special requirements of the course: N/A

Additional information: N/A

Prepared by: Larry Muller

Date: 10/20/17