

# MESABI RANGE COMMUNITY & TECHNICAL COLLEGE – VIRGINIA/EVELETH

## Course Outline

Course Title: Principles of Marketing  
Semester Course Prefix and Number: BUS 1666  
Old Quarter Course Prefix and Number: BUS 161

Submitted By: S. Medure  
Approval Date:  
Revision Date: April 2005

Number of Credits: 3  
Semester(s) Offered:  
Class Size: 30  
Negotiated by AASC on  
(Date)\_\_\_

Number of Lecture Credits: 3  
Number of Lab Credits: Number of Lab Hours:  
Number of Studio/Demonstration/Internship Credits:

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### Course Purpose Code:

- 0 – Developmental Courses
- 1 – Non-transferable, General Education
- 2 – Technical course related to career programs
- 3 – College course which has the primary goal of applying certain concepts (e.g. vocal ensemble)
- 4 – Other college course not considered a part of general education (MNTC) e.g. computer science, health, physical education
- 5 – Course which is intended to fulfill the Minnesota Transfer Curriculum (MNTC) requirements.
- 9 – Continuing Education/Customized Training specialized credit course (not occurring in 0-5)

### Catalog Description:

This course is an introductory study of marketing as an important element of our economy. This course examines marketing institutions and their characteristics, basic marketing functions, price theory and methods, product decisions, marketing segmentation, and marketing communications as related to social and political issues.

### Prerequisites and/or recommended entry skills/knowledge:

Course Prerequisite(s): None  
Reading Prerequisite: None  
Composition Prerequisite: None  
Mathematics Prerequisite: None

### Career Programs and Transfer Majors Accessing this Course:

Retail Management Program (and Options) - University of Wisconsin, Stout  
Business Administration - University of Wisconsin, Superior  
AS Degree Program in Business

**Minnesota Transfer Curriculum Goal(s) partially met by this course if applicable:** Notes: No more than two goals may be met by any one course. (Curriculum Committee review and the Chief Academic Officer's approval are required).

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| 0. <input checked="" type="checkbox"/> None                                | 6. <input type="checkbox"/> The Humanities and Fine Arts     |
| 1. <input type="checkbox"/> Communications                                 | 7. <input type="checkbox"/> Human Diversity                  |
| 2. <input type="checkbox"/> Critical Thinking                              | 8. <input type="checkbox"/> Global Perspectives              |
| 3. <input type="checkbox"/> Natural Sciences                               | 9. <input type="checkbox"/> Ethical and Civic Responsibility |
| 4. <input type="checkbox"/> Mathematical/Logical Reasoning                 | 10. <input type="checkbox"/> People and the Environment      |
| 5. <input type="checkbox"/> History and the Social and Behavioral Sciences |  |

**Learning outcomes, including any relevant competencies listed in the Minnesota Transfer Curriculum:**

- Demonstrate a basic and fundamental understanding of the economic principles that govern our nation as well as the rest of the world
- Demonstrate an understanding of the principles of marketing as a phase of business activity and explain the role marketing plays in developing our standard of living
- Demonstrate by actual examples and statistics the importance of knowing and studying the channels by which goods and services are moved to their intended market
- Demonstrate an understanding of the principles of marketing by implementing them in a marketing plan.

**Student assessment methods:**

- A minimum of three examinations
- Special project: Develop a marketing plan
- Miscellaneous quizzes and five-minute writes

**Use of instructional technology** (includes software, interactive video and other instructional technologies):

Use of computers, overhead, and internet

**Outline of the major course content:**

- Introduction to Marketing
- The Marketplace
- Product, Place, Promotion, Price Decisions
- International Marketing

**Additional special information** (special fees, directives on hazardous materials, etc.)

**Transfer Information:** (Please list colleges/majors that accept this course in transfer.)

**Approvals:**

<b>Body</b>	<b>Representative Signatures</b>	<b>Date</b>
Curriculum Committee		
Faculty Association		
Academic Affairs Standards Committee		
Chief Academic Officer		

Distribution: Original – Administrative Office

Copies: Curriculum Committee Chair, Learning Center, Library, Originating Faculty Member, Records, Student Services, Scheduler, Transfer Specialist

Revised February 10, 2004