MESABI RANGE COMMUNITY & TECHNICAL COLLEGE – VIRGINIA/EVELETH

Course Outline

Course Title: **Principles of Marketing**

Submitted By: **S. Medure**

Semester Course Prefix and Number: **BUS 1666**

Approval Date:

Old Quarter Course Prefix and Number: **BUS 161**

Revision Date: **April 2005**

Number of Credits: **3**

Number of Lecture Credits: **3**

Semester(s) Offered:

Number of Lab Credits:

Number of Lab Hours:

Class Size: **30**

Number of Studio/Demonstration/Internship Credits:

Negotiated by AASC on (Date)__

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)
__x__ **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).

0. **X** None

6. _____ The Humanities and Fine Arts

1. _____ Communications
2. _____ Critical Thinking
3. _____ Natural Sciences
4. _____ Mathematical/Logical Reasoning
5. _____ History and the Social and Behavioral Sciences
7. _____ Human Diversity
8. _____ Global Perspectives
9. _____ Ethical and Civic Responsibility
10. _____ People and the Environment

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:

Body	Representative Signatures	Date
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