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

Submitted By: A. Kelson
Approval Date: 11/12/19
Revision Date: Oct. 2019

Number of Credits: 3
Number of Lecture Credits: 3
Number of Lab Credits: None
Number of Lab Hours: None
Number of Studio/Demonstration/Internship Credits: None

Semester(s) Offered: Old Quarter
Class Size: 35 online, 40 on-campus
Negotiated by AASC on: (date)

Course Purpose Code:
- 0 - Developmental Courses
- 1 - Non-transferable
- 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 MNTC (e.g. computer science, health, physical education)
- 5 - Course which is intended to fulfill the Minnesota Transfer Curriculum (MNTC) requirements or intended for transfer.
- 6 - 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:
Entrepreneurship Certificate
Business Diploma
A.S. 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. AASC review and the Chief Academic Officer's approval are required.)

- X 0 Communications
- 1. ___ Critical Thinking
- 2. ___ Natural Sciences
- 4. ___ Mathematical/Logical Reasoning
- 5. ___ History and the Social and Behavioral Sciences
- 6. ___ The Humanities and Fine Arts
- 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)

Upon completion of this course, the student will be able to:

- Demonstrate a basic understanding of the economic principles that influence the national and international business environments.
- Use fundamental analytical tools to identify market opportunities including target markets.
- Demonstrate an understanding of the principles of marketing as an ongoing business activity to continually add value to offered products and services.
- Demonstrate competence in using marketing data to guide marketing plan implementation and iterative improvement.
- Explain how promotion and communication strategies, including the use of social media, can effectively assist marketing plan implementation and iterative improvement.

Student Assessment Methods May Include:

At the instructor’s discretion, the following methods will be used as considered appropriate to meet learning outcomes:

- Examinations that cover primary course content.
- A research paper or special project (such as a marketing plan or a marketing instrument) that reflects comprehensive understanding of course content.
- Short papers that focus on specific areas of interest.
- Discussions and/or insight papers.
- Topic specific assignments.

Use of Instructional Technology May Include: (includes software, interactive video and other instructional technologies):

- D2L when taught online
- YouTube videos
- TED Talk presentations

Additional Special Information: (special fees, directives on hazardous materials, etc.)

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

Affiliated Mesabi Range College Courses and Programs:

Business Operations and Management A.A.S.

Approvals:

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Distribution: Original – Instructional Services
Copies: Transfer Specialist, Originating Faculty Member, Records
Revised: February 2019