

# El Paso Community College

## Syllabus

### Part II

## Official Course Description

<b>SUBJECT AREA</b>	<u><b>Business Management</b></u>
<b>COURSE RUBRIC NUMBER</b>	<u><b>MRKG 1311</b></u>
<b>COURSE TITLE</b>	<u><b>Principles of Marketing</b></u>
<b>COURSE CREDIT HOURS</b>	<u><b>3                    3            :    0</b></u> <b>Credits            Lec            Lab</b>

### I. Catalog Description

Introduces the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental Includes topics that will require the student to create a marketing plan for implementation in the U.S. or internationally. **(3:0)**.

### II. Course Objectives

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

- A. Define the marketing concept and its relationship to marketing myopia.
- B. Contrast marketing activities during the four eras in the history of marketing.
- C. Describe the five types of non-traditional marketing
- D. Identify the basic elements of a marketing strategy and the environmental characteristics that influence strategy decisions.
- E. Distinguish between strategic planning and tactical planning.
- F. Identify the steps in the marketing planning process.
- G. Describe the concept of SWOT analysis and its four major elements; leverage, problems, constraints, and vulnerabilities.
- H. Explain how the strategic business unit concept, the market share/market growth matrix, and spreadsheet analysis can be used in marketing planning.
- I. Identify the major types of forecasting methods.
- J. Differentiate between buyer and consumer behavior.
- K. Differentiate among routine response behavior, limited problem solving, and extended problem solving.
- L. List and define the components of the business market.
- M. Explain the broader marketing view of products.
- N. List the classifications of consumer products, and briefly describe each category.
- O. Describe the role that distribution plays in marketing strategy.
- P. Describe the various types of distribution channels available to marketers.
- Q. Relate the concept of integrated marketing communications to the development of an optimal promotion mix.
- R. Explain the relationship of promotional strategy to the process of communication.
- S. Outline the legal constraints on pricing.
- T. Identify global factors which influence consumer and organizational decision-making.
- U. Identify the major categories of pricing objectives.
- V. Explain the concept of price elasticity and its determinants.

**III. THECB Learning Outcomes (WECM)**

1. Identify the marketing mix components.
2. Explain the environmental factors which influence consumer and organizational decision-making processes.
3. Outline a marketing plan.

**IV. Evaluation**

**Grade scale** for this course:

A = 100-90  
B = 89-80  
C = 79-70  
D = 69-60  
F = 59-0

**V. Disability Statement (American with/Disabilities Act [ADA])**

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024)

**VI. 6 Drop Rule**

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.