

El Paso Community College

Syllabus

Part II

Official Course Description

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

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 (Americans 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.