Administrative Unit: Business Administration Department
Course Prefix and Number: MKTG 310
Course Title: Principles of Marketing

DIGITAL DESCRIPTIONS

STUDENT DESCRIPTION:
# Cr Hrs - # Lec Hrs - # Lab Hrs
3 - 3 - 0

PAY-HOUR DESCRIPTION:
Total # = Lec Hrs + Lab Hrs
3 = 3 + 0 X 2/3

Catalog Description: Survey of principles for choosing target markets, assessing their needs, developing products and services, and delivering them at a value to the customer and a profit to the company. Prerequisite: Junior standing. Offered Fall and Spring.

Prerequisites/Corequisites: Junior Standing

Text:

Course Objectives: Principles of Marketing is the first major exposure to the subject of marketing. By the end of the course students should
1. be familiar with the major decisions faced by a marketing manager and how these decisions might be dealt with.
2. be prepared to handle material covered in advanced marketing courses.

In addition, the student will have a knowledge and understanding of
1. the analysis of marketing opportunities.
2. the marketing environment.
3. the selection of target markets.
4. the development of the marketing mix.
5. emerging dimensions in marketing.

Every Business Administration course includes a written and oral presentation component.

Topical Outline:
1. Marketing in a Changing World
2. Strategic Planning and the marketing process
3. The Marketing Environment
4. Marketing Research and Information Systems
5. Consumer Markets and Consumer Buyer Behavior
6. Business Markets and Business Buyer Behavior
7. Market Segmentation, Targeting, and Positioning for Competitive Advantages
8. Product and Service Strategies
9. New-Product Development and Life-Cycle Strategies
10. Pricing Products: Pricing considerations and Approaches
11. Pricing Products: Pricing Strategies
12. Distribution Channels and Logistics Management
13. Retailing and Wholesaling
15. Advertising, Sales Promotion, and Public Relations
16. Personal Selling and Sales Management
17. Direct and Online Marketing
18. Competitive Strategies: Building lasting Customer Relationships
19. The Global Marketplace
20. Marketing and Society: Social Responsibility and Marketing Ethics

Recommended maximum class size for this course: 30

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NOTE: The intention of this master course syllabus is to provide a general outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught, or where it is taught. This generic outline is not intended to restrict the way any individual faculty member teaches the course. The master syllabus, therefore, should be general enough to allow for a diversity of individual approaches to teaching the course, while at the same time it provides guidance on what the course should cover.