



## MARKETING

### MRKT201 — 1.0 Credit

#### Course Description

Marketing allows students to discover customer wants and needs, and to gain a solid understanding of creating, advertising, and selling products. This course covers all aspects of marketing, from basic economics to employment in the marketing field. Students will learn how marketing affects many aspects of life and how they will benefit from understanding.

#### Course Objective

After completing the course, students will be able to:

- Identify the major types of markets.
- Explain how business and government interact in the marketplace.
- Demonstrate skills essential to a career in marketing.
- Explain the role of promotion in business and marketing.
- Define the role of buyers and distribution channels.
- Describe the role and process of market research.
- Explain various careers in marketing.

#### Prerequisites

None

#### Course Length

Two semesters

#### Required Text

*Marketing Essentials* by Lois Schneider Farese, Grady Kimbrell, and Carl A. Woloszyk, Ph.D., 2006, Glencoe McGraw-Hill. ISBN- 0026441918

#### Course Outline

##### Semester 1

##### Introduction to Marketing

- Introduction
- Marketing Projects
- Marketing Is All Around Us
- The Marketing Plan
- Political and Economical Analysis
- Global Analysis
- The Free Enterprise System
- Legal and Ethical Issues

##### Skills for Marketing

- Basic Math Skills
- Communication Skills
- Technology Applications for Marketing
- Interpersonal Skills
- Management Skills

##### Selling

- Preparing for the Sale
- Initiating the Sale
- Presenting the Product
- Closing the Sale
- Using Math in Sales

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## **Semester 2**

### Promotion & Distribution

- Promotional Concepts and Strategies
- Visual Merchandising and Display
- Advertising
- Print Advertisements
- Channels of Distribution
- Physical Distribution
- Purchasing
- Stock Handling and Inventory Control

### Pricing, Market Info., Product, and Service Management

- Price Planning
- Pricing Strategies
- Pricing Math
- Marketing Research
- Conducting Marketing Research
- Product Planning
- Branding, Packaging, and Labeling
- Extended Product Features

### Entrepreneurship and Finance; Employability

- Entrepreneurial Concepts
- Risk Management
- Developing a Business Plan
- Financing the Business Identifying