

Montgomery County Community College  
MKT 111  
Principles of Marketing  
3-3-0

**COURSE DESCRIPTION:**

Students will learn the principles of marketing strategy planning, including target market and marketing mix variables with emphasis on key strategy decisions in each area. This course will explore organizational marketing activities including: consumer behavior, marketing research, social/cultural perspectives legal and ethical issues and environmental influences. The course will also cover: implementation, control, marketing's link with other functional areas and the challenges and opportunities that exist for marketers.

**REQUISITES:**

*Previous Course Requirements*

None

*Concurrent Course Requirements*

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Create a marketing plan including marketing strategy planning, target market and marketing mix variables.	Reading Discussion Small Group Assignments Multimedia Materials	Written Assignment- Marketing Plan Exams
2. Analyze the social, legal and ethical principles that guide marketing decision making.	Reading Discussion Small Group Assignments Multimedia Materials	Written Assignment- Case Studies Exams
3. Compare the types of marketing research and how they contribute to improving marketing practices.	Reading Discussion Small Group Assignments Multimedia Materials	Exams
4. Describe how marketing integrates with other functional areas of the organization.	Reading Discussion Small Group Assignments Multimedia Materials	Written Assignment- Marketing Plan Exams

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
5. Examine the diverse individual, social, economic, and global forces that shape human diversity in the development of marketing strategy planning.	Discussion Multi-Media Materials Projects Case Studies Assignments	Exams Written Assignment: Case-Study

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

#### SEQUENCE OF TOPICS:

1. Marketing's Value to Society
2. Marketing Strategy Planning
3. Evaluating Opportunities
4. Segmentation and Positioning
5. Consumer Behavior
6. Business to Business Marketing
7. Marketing Research
8. Product Planning
9. Product Management
10. Channel Systems
11. Physical Distribution
12. Retailing and Wholesalers
13. Promotion
14. Personal Selling and Customer Service
15. Advertising and Sales Promotion
16. Publicity and Promotion Using Mixed Media
17. Pricing Objectives and Policies
18. Price Setting
19. Ethical Marketing

#### LEARNING MATERIALS:

Perreault, Jr., William; Cannon, Joseph; McCarthy, E. Jerome. (2017)  
*Essentials of Marketing, 15<sup>th</sup> ed.* McGraw-Hill.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

## COURSE APPROVAL:

Prepared by: Eileen Kearney Date: 3/2005  
Revised by: Eileen Kearney Date: 2/2009  
VPAA/Provost Compliance Verification: Dr. John C. Flynn, Jr. Date: 9/11/2009

Revised by: Eileen Kearney and Ayisha Sereni Date: 3/2013  
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D. Date: 4/10/2013

Revised by: Paul K. Johnson and Eileen M. Kearney Date: 10/2014  
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D. Date: 12/2014

Revised by: Eileen Kearney Date: 11/15/2017  
VPAA/Provost or designee Compliance Verification: Date: 11/15/2017



*This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.*