

SYLLABUS  
PART I  
EDISON STATE COMMUNITY COLLEGE  
MKT 216S PRINCIPLES OF MARKETING  
3 CREDIT HOURS

**COURSE DESCRIPTION**

Introduction to the consumer-driven foundations of marketing, with an emphasis upon marketing strategies and decision-making in the context of other business functions. Students will be introduced to the integration of product, price, promotion, and distribution activities. They will also examine the role of marketing research, market opportunities, market segmentation, and the selection of target markets. The behavior of consumers and organizational customers will be explored as well. Marketing decision-making in profit and non-profit, domestic and global organizations will be the main focus. Prerequisite: COM 121S.

**COURSE GOALS**

The student will:

Bloom's level		Program Outcomes
3	1. Apply the principles of the customer-centered marketing concept in both domestic and global business settings.	6,8
4	2. Explain principles of strategic planning and how the marketing plan relates to a firm's mission, corporate goals, and strategic plan.	6,8,9,10
4	3. Analyze the external marketing environment of a specific business, including the competitive, economic, socio-cultural, political/legal, and technological aspects of the environment.	2,3,4,6,8,9,10
1	4. Identify and describe ethical and socially responsible marketing behavior.	2,6,8
3	5. Articulate the differences in buying behavior between consumer and organizational markets.	3,6,8,9
4	6. Explain and illustrate the processes of product development, branding, packaging, and product management.	6,8
3	7. Apply principles of integrated marketing communication.	4,6,8
2	8. Describe the nature and importance of marketing distribution channels and their management, including retailing and wholesaling concepts and the supply chain management process.	6,7,8
2	9. Describe the nature and importance of pricing objectives and the key factors that influence marketers' pricing decisions.	4,6,7,8
4	10. Outline appropriate methods of digital marketing and explain the advantages of communicating with target customers via digital and social media.	4,8,10
5	11. Design a marketing plan for a new product concept, including an appropriate marketing mix (product, price, promotion, and distribution) including implementation details.	1,2,3,5,8,9,10

**CORE VALUES**

The Core Values are a set of principles that guide in creating educational programs and environments at Edison. They include communication, ethics, critical thinking, human diversity, inquiry/respect for learning, and interpersonal skills/teamwork. The goals, objectives, and activities in this course will introduce/reinforce these Core Values whenever appropriate.

## TOPIC OUTLINE

1. Customer-driven marketing concept
2. Strategic planning, the marketing plan, and components of marketing strategy
3. Analysis of external environments: competitive, economic, socio-cultural, technological, legal, and regulatory
4. Global marketing
5. Social responsibility and marketing ethics
6. Marketing research
7. Analysis of markets, market segmentation, target markets, and product positioning
8. Consumer and organizational buying behavior
9. Management of products and services, including new product development, branding, and packaging
10. Distribution and marketing channels
11. Integrated marketing communications
12. Pricing concepts and decisions