BUS2206 - Principles of Marketing

Credits:	3 (3/0/0)
Description:	This course examines the business function of marketing and will enhance students' decision-making skills in a global market. The course focuses on how marketers create value by satisfying customer needs and wants by analyzing which target markets the organization can best serve, and the appropriate strategies to serve these markets. This course will also discuss the implications of environmental factors (including the digital environment) that can impact the marketing strategies of a business. Topics include business and consumer markets, branding and product strategies, marketing research, digital marketing concepts, pricing, promotion and supply chain management.
Prerequisites:	
Corequisites:	
Pre/Corequisites*:	
Competencies:	1. Understand how ethical and social responsibility issues affect marketing decisions and impact consumers. 2. Understand the elements of strategic marketing planning. 3. Understand the processes and factors influencing the targeting of the marketplace. 4. Understand the decision-making processes of individual consumers and organizations. 5. Understand product concepts and strategies used to create value in the marketplace. 6. Understand pricing concepts and techniques that capture value. 7. Understand channel and supply chain management concepts to deliver value to all channel members. 8. Understand marketing communication concepts that effectively promote products/services. 9. Understand the external marketing environments that impact a firm. 10. Understand the basic elements in developing a global marketing mix strategy. 11. Apply marketing concepts to real-world situations. 12. Understand the role of websites, social media, email marketing and other digital marketing concepts.
MnTC goal areas:	None

Can be taking as a Prerequisite or Corequisite.

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