

**Moberly Area Community College
Common Syllabus**

**MKT105 Principles of Marketing
Current Term**

Instructor:

Office Number:

Office Hours:

Response time: I typically respond to student emails within 24 hours, Monday through Friday.

Contact Information:

Classroom Number:

Section Number(s)

Class days and time:

Catalog Description: MKT105 - Principles of Marketing (3-0-3)

This course deals with the structure of the marketing system, considering the four elements of marketing: product, price, place, and promotion. Students will explore marketing as a business activity directed at satisfying the needs and wants of potential customers through the exchange process. Students will also be introduced to e-business technology and distribution systems.

Prerequisite/Corequisite: None

Text: Kerin & Hartley. *Marketing: The Core, w/Connect*, 9th Edition,
McGraw-Hill/Irwin Publisher

The text is an ebook included with your course resource fee.

Other Required Materials:

Purpose of Course:

A basic course of the principles, practices & processes required to move goods or services from the beginning, often the producer to the end user. Marketing addresses the matching of markets & products & the effecting of the transfer of ownership as well as meeting the needs, wants & desires of the customer.

Course Objectives (CO):

1. Understand the meaning of marketing.
2. Understand the marketing process to the organizational structure, & the impact of the marketing concept on the success of the business.
3. Recognize marketing strategies in present business activities as well as historical marketing procedures.
4. Know the forces affecting the organizational & consumer buying practices as well as understanding how to appeal to these preferences & habits.

5. Know the impact of varying economic conditions upon markets & marketing practices.
6. Comprehend the importance of primary target market in developing marketing plans aimed at organizations or consumers.
7. Understand how to guide a marketing research project from start to finish.
8. Know how laws have affected marketing procedures.
9. Understand the importance of ethics & morality in marketing & the organizational environment.

Course Content:

- Importance & Scope of Marketing
- Marketing Management, Analysis, Strategies, & Planning
- Marketing Segmentation & Sales Forecasting; includes primary target market
- Information for Marketing Decisions
- Consumer Buying Behavior
- Business, Government, & Non-profit Buying Behavior
- Significance of the 4 Ps of the Marketing Mix (think, cake mix):
 - **Product:** Product (*goods or services*) Concepts; Product Development & Strategy. Key word: **Create**.
 - **Place:** Channels & Wholesaling (Distribution Processes). Key word: **Deliver**.
 - **Promotion:** Integrated Marketing Communication (all parts of the promotional Mix with the same message). Key word: **Communicate**.
 - **Price:** Pricing Concepts & Practices. Key word: **Value**
- International Marketing
- Nonprofit Marketing

Statement to Connect Course with Institutional Student Level Outcomes:

In compliance with MACC's Institutional Student Level Outcomes, the student who successfully completes this course will be able to meet the following institutional learning outcomes:

- **Communication:** Students will demonstrate the ability to communicate effectively through oral, written, or digital channels using the English language or quantitative or other symbolic systems. Students should be able to write and speak with thoughtfulness, clarity, coherence, and persuasiveness; read and listen critically; and select channels appropriate to the audience and message.

EVALUATION OF STUDENT LEARNING

Grade Scale:

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = 59 and below

Evaluation:

(State the way learning objectives will be measured. They may be measured through, but not limited to, the following: objective and essay questions, papers, quizzes, oral presentations, class participation, small group work, and/or projects.)

Description of Major Assignment(s)/Project(s):

Per instructor

INSTRUCTOR POLICIES

Tardiness:

Per instructor's policy

Make-up and late work:

Per instructor's policy

Extra-credit work:

Per instructor's policy

Schedule of Student Assignments/Activities:

(Instructors will identify a Student Assignment/Activities schedule. Instructors have the prerogative to construct the schedule by class periods, weeks, or an overview of topics to be covered.)

Other:

List any other instructor policies

COLLEGEWIDE POLICIES:

All faculty and students need to be aware of collegewide policies and procedures. Statements on Academic Dishonesty, ADA, Attendance, Title IX, and other important collegewide policies can be accessed by clicking on the following: [Collegewide Policies in Student Resources](#).