

# Fond du Lac Tribal and Community College

3/12/03

## COURSE OUTLINE

Date submitted: 4/21/99 Date approved:

Department and Course Number: MKTG 1010

Title of Course: Principles of Marketing

Number of credits: Lecture 3

### Catalog/Course Description:

An introductory study of marketing as an important element of our economy. This course examines marketing institutions and their characteristics. Basic marketing functions, price theory and methods, product decisions, marketing segmentation, and marketing communications as related to social and political issues are studied.

### **Placement for Success prerequisites:** (See instruction sheet)

Reading: English/Writing: Math:

Recommended course materials and resources, e.g. textbooks, workbooks, study guides, lab manuals, videos, guest lecturers. If applicable.

### Textbook:

Basic Marketing

Perreault & McCarthy (12<sup>th</sup> Edition)

McGraw-Hill 1997

Study guide provided by instructor.

Ability to use computer & internet.

Library research will be utilized throughout this course.

### Relationship of proposed course to the department mission and goals

The mission of the Business Department is to provide its students with an opportunity to be trained in a broad range of business skills designed to allow the student to adapt to the multi-disciplinary conditions, which are experienced in workplace environments within society. Students will be provided with analytical and communications skills within an enriched professional and ethical learning environment that will prepare them to become leaders in the modern world.

This course will provide students with an extensive use of comprehension and decision making skills, regarding the field of marketing. In-depth use of analytical skills, in regard to Marketing will be introduced. Businesses will be introduced to explain their marketing plans.

Course Goals:

Goal: To train students with a broad understanding of marketing.

Goal: To train students to apply to the real world situations of marketing.

Goal: To provide students with analytical skills necessary in the real world to market business and products.

Learning Outcomes: (A minimum of one learning outcome shall be provided for each course goal)

State a minimum of two assessment instruments for each learning outcome.

Outcome: To demonstrate the importance of Marketing.

Assessment: Test

Assessment: Class discussion

Assessment: Case study

Outcome: To demonstrate the basics of Marketing.

Assessment: Test

Assessment: Class discussion

Assessment: Case study

Outcome: To analyze marketing plans-evaluate.

Assessment: Test

Assessment: Class discussion

Assessment: Case study

Course content:

(Provide an outline of major topics covered in course)

-Marketing's role in the world

-Marketing environments

-Product marketing and product development

-Ethical marketing

Placement for Success prerequisite

Check one of each area--English, reading, and math

Prerequisite	X
English level 1	
English level 2	
no English prerequisite	X
Reading level 1	
Reading level 2	
Reading level 3	
no Reading prerequisite	X
Math level 1	
Math level 2	
Math level 3	
Math level 4	
no Math prerequisite	X