

**Fond du Lac Tribal and Community College  
COURSE OUTLINE FORM**

**03/19/19**

Please return this form to the college vice president of academic affairs and the chairperson of the Academic Affairs and Standards Council (AASC)

1. Prepared by: \_\_\_\_\_

2. Date submitted: \_\_\_\_\_

3. Date approved: 5/11/2021 Date revised \_\_\_\_\_

4. Department/discipline: Marketing

5. Department(s) endorsement(s): \_\_\_\_\_  
(Signatures of the person(s) providing the endorsement are required.)

6. Course Title: Principles of Marketing  
Abbreviated course title for Transcripts (25 characters or less): \_\_\_\_\_

7. Course Designator: MKTG 8. Course Level: 2005

9. Number of Credits: Lecture 3 Lab \_\_\_\_\_

10. Control Number (on site) 40 Control Number (online) \_\_\_\_\_

11. Catalog/Course description:

This course introduces principles and problems of marketing goods and services. The purpose of this course is to teach students to identify the marketing mix components, explain the environmental factors which influence consumer and organizational decision-making processes, outline a marketing plan, and interpret marketing research data to forecast industry trends and meet customer demands. Basic marketing functions, price theory and methods, product decision, marketing segmentation, and marketing communications as related to social and political issues are studied.

12. Course prerequisite(s) or co-requisite(s): Accuplacer scores/ Other courses

Prerequisite(s):

Co-requisite:

13. **Course Materials** (Recommended course materials and resources. List all that apply, e.g. textbooks, workbooks, study guides, lab manuals, videos, guest lecturers).

College level materials and text are chosen at the option of the instructor.

14. **Course Content** (Provide an outline of major topics covered in course)

1. The Foundation of Marketing
2. Environmental Forces and Marketing Ethics
3. Strategic Marketing Planning and Forecasting
4. The Consumer Market
5. Marketing Research and Analysis
6. Segmentation, Targeting, and Positioning
7. Product Concepts and Product Management
8. Service and Nonprofit Marketing

9. Pricing Strategy
10. Marketing Channels
11. Wholesaling and Industrial Distribution
12. Retailing
13. Promotional Strategies and Processes
14. Intercultural and International Marketing
15. Quality and Customer Service

**15. Learning Goals, Outcomes, and Assessment**

At FDLTCC we have 4 Competencies Across the Curriculum (CAC) areas. They are as follows:

- A. Information Literacy (the ability to use print and/or non-print tools effectively for the discovery, acquisition, and evaluation of information.)
- B. Ability to Communicate (the ability to listen, read, comprehend, and/or deliver information in a variety of formats.)
- C. Problem Solving (the ability to conceptualize, apply, analyze, synthesize, and/or evaluate information to formulate and solve problems.)
- D. Culture (knowledge of Anishinaabe traditions and culture, knowledge of one’s own traditions and culture, knowledge of others’ traditions and cultures, culture of work, culture of academic disciplines and/or respect for global diversity.)

Upon completion of this course, the student will be able to:

<b>Learning Outcomes</b>	<b>Competencies (CAC)</b>	<b>Cultural Standards</b>
Understand how ethical and social responsibility issues affect marketing decisions and impact consumers.	A, D	1, 3, 4, 5
Understand the elements of strategic marketing planning.	A, B, D	1
Understand the processes and factors influencing the targeting of the marketplace.	A, C, D	1
Understand the decision making processes of individual consumers and organizations.	A, D	1, 3
Understand product concepts and strategies used to create value in the marketplace.	A, C	1
Understand pricing concepts and techniques that capture value.	A	1
Understand channel and supply chain management concepts to deliver value to all channel members.	A, B	1
Understand marketing communication concepts that effectively promote products/services.	A, B	1, 3, 6
Understand the external marketing environments that impact a firm.	A, C	1

Understand the basic elements in developing a global marketing mix strategy.	A, C, D	1, 2, 4, 6
Apply marketing concepts to real world situations.	B, C	4, 5

**WINHEC Cultural Standards:**

1. **GIKENDAASOWIN – *Knowing knowledge***: To develop human beings who value knowledge, learning, and critical thinking and are able to effectively use the language, knowledge, and skills central to an Ojibwe-Anishinaabe way of knowing.
2. **GWAYAKWAADIZIWIN – *Living a balanced way***: To develop balanced human beings who are reflective, informed learners who understand the interrelatedness of human society and the natural environment, recognize the importance of living in harmony with creation, and are able to apply a systems approach to understanding and deciding on a course of action.
3. **ZOONGIDE'EWIN – *Strong hearted***: To increase the students' capacity to live and walk with a strong heart, humble and open to new ideas and courageous enough to confront the accepted truths of history and society.
4. **AANGWAAMIZIWIN – *Diligence and caution***: To develop students' capacity to proceed carefully, after identifying, discussing, and reflecting on the logical and ethical dimensions of political, social, and personal life.
5. **DEBWEWIN – *Honesty and integrity***: To increase students' capacity to think and act with honesty and integrity as they understand and face the realities of increasingly interdependent nations and people.
6. **ZAAGI' IDIWIN – *Loving and Caring***: To encourage students' acceptance of the diversity within their school, community, and environment by developing healthy, caring relationships built on respect for all.
7. **ZHAWENINDIWIN – *Compassion***: To expand students' knowledge of the human condition and human cultures and the importance of compassion especially in relation to behavior, ideas, and values expressed in the works of human imagination and thought.

16. **Minnesota Transfer Curriculum (MnTC)**: List which goal area(s) – up to two – this course fulfills.

See [www.mntransfer.org](http://www.mntransfer.org)

Goal Area(s): \_\_\_\_\_

Provide the specific learning outcomes as listed on the mntransfer.org website that pertain to this course.

17. Are there any additional licensing/certification requirements involved?

\_\_\_\_\_ Yes  No

Provide the required documentation to show course meets required licensing/certification standards.

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