

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: MKT 285

Credits: 3

Course Title: Current Issues in Marketing

Course Description: Serves as a capstone course for marketing majors. Provides an integrated perspective of current issues and practices in marketing. Explores contemporary issues and practices in highly participatory classroom environment. Lecture 3 hours per week.

General Course Purpose: The present marketing venues and opportunities resulting from the strong presence of the Internet, the proliferation of small entrepreneurial business startups, market diversity, and the growing need for middle management staff by mass merchandisers require more focused instructional experiences than traditional marketing programs.

Course Prerequisites and Co-requisites:

None

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Identify the current issues associated with business development in the metro area;
- b. Meet and work with metro area marketing and business executives;
- c. Develop business tract analysis studies; and
- d. Develop individual career plans in marketing.

Major Topics to Be Included:

- a. Guest expert series with CEOs and marketing executives
- b. Student field interviews and meetings with key business executives in the metro area
- c. Examination and analysis of selected metro businesses and their impact on the changing environment of the market
- d. Career opportunities in marketing

Date Created/Updated (Month, Day, and Year): September 10, 2008