

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 201 **Credits:** 3

Course Title: Introduction to Marketing

Course Description:

Introduces students to the discipline of marketing and the need to create customer value and customer relationships in the marketplace. Presents an overview of marketing principles, and management strategies, along with the analytical tools used by organizations in the creation of a marketing plan to promote ideas, products, and/or services to selected target groups. Also, examines entrepreneurial, global and e-marketing practices in today's business environment. Lecture 3 hours. Total 3 hours per week. 3 credits

General Course Purpose:

The course is designed to help students gain knowledge of the principles of marketing in our economic system and global marketplace. It is the goal of the School of Business for each student of the introductory marketing course to develop an understanding of basic marketing principles and practices.

Course Prerequisites and Co-requisites:

None

Student Learning Outcomes:

Upon completing the course, the student will be able to

- Define marketing and identify the key concepts of marketing in a free enterprise system;
- Identify the environmental factors that affect a marketing organization and the impact it has on society;
- Discuss the environmental and global markets;
- Develop the marketing mix;
- Analyze career opportunities in the field of marketing;
- Identify products/services/ideas and their development process; and
- Recognize the importance of establishing a fair-market price and identify the elements of the promotional mix.

Major Topics to Be Included:

- Overview of Marketing
- Analyzing Marketing Opportunities
- Distributions Decisions
- Product Decisions
- Promotion and Communications Strategies
- Price Decisions
- Marketing Plan

Effective Date/Updated: January 23, 2019