

# **COURSE OUTLINE**

## **BMGT-130**

### **Principles of Marketing**

3 Semester Hours

## **HOWARD COMMUNITY COLLEGE**

### **Description**

Students will learn the introductory principles of marketing – research, segmentation, targeting, product/service attributes, pricing, distribution and promotion. Strategies will be explored to create an effective marketing plan for an organization. The course is kept current by students' exposure to guest speakers and case analyses. Some written and oral reports will be required from these activities. Prerequisite: BMGT-100. (3 hours weekly)

### **Overall Course Objectives**

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

1. Trace the development of marketing strategies and analyze the current marketing environment, distinguishing between the internal and external environment.
2. Relate the importance of planning and market research to the marketing process.
3. Compare and contrast a consumer market with an organizational market.
4. Describe and analyze the elements incorporated into product strategy.
5. Discuss the objectives of a pricing strategy.
6. Identify various distribution strategies.
7. Describe and analyze various types of promotion including advertising, sales promotion, personal selling and publicity.
8. Analyze current promotions as to their impact and effectiveness.
9. Analyze a marketing strategy for an existing company.
10. Distinguish between international and domestic marketing strategies.

### **Major Topics**

- I. Market Analysis: Internal and External
- II. Market Research and Forecasting
- III. Segmenting a Market: Consumers and Organizations
- IV. Product Strategy
- V. Pricing Objectives
- VI. Distribution Strategy
- VII. Promotion Strategy
- VIII. International Marketing

### **Course Requirements**

**Grading/Exams:** Grading procedures will be determined by the individual faculty member but will be calculated on the bases of mini-exams, written reports, group projects and a comprehensive final exam.

**Writing:** Promotion and Publicity papers are required. Other writing assignments may be determined by individual faculty members.

### **Other Course Information**

This course is a business elective. This course is recommended for those wishing to explore a career in marketing or for those involved in marketing projects in their workplace.  
Check with the Counseling and Advising Center for specific receiving institution.