HIBBING COMMUNITY COLLEGE
COURSE OUTLINE

COURSE NUMBER & TITLE: BUS 2500: Principles of Marketing
CREDITS: 3 (3 Lec / 0 Lab)
PREREQUISITES: None

CATALOG DESCRIPTION:
Principles of Marketing is a foundational course in the study of business. This course introduces students to marketing terms, concepts, and principles. Students learn how to identify target markets and develop market strategies to meet the needs of local, national and international markets. This course is included in the Business Administration/Management Transfer Pathways.

OUTLINE OF MAJOR CONTENT AREAS:
1. Marketing Ethics
   A. Ethical behavior
   B. Social responsibility
   C. Decision making
2. Strategic Marketing Planning
   A. Marketing environmental scanning
   B. Marketing strategy
   C. Implementation strategies
3. Consumer Behavior
   A. Consumer decision making process
   B. Types of consumer buying decisions
   C. Factors influencing consumer buying decisions
4. Business Marketing
   A. Types of business customers
   B. North American Industry Classification System
   C. Types of business products
   D. Business buying behavior
5. Market Segmentation
   A. Target market strategies
   B. Segmenting business markets
   C. Segmenting consumer markets
6. Product
   A. Product lines and mixes
   B. Branding
   C. Product placement
   D. Product development
   E. Product life cycle
7. Supply Chain Management
   A. Channel structures
   B. Channel intermediaries and their functions

8. Marketing Communication
   A. Promotional mix
   B. Integrated marketing communications

9. Pricing
   A. Pricing objectives
   B. Pricing strategy
   C. Legalities and ethics in pricing

10. International Marketing
    A. Global opportunities
    B. Global marketing mix

**COURSE GOALS/OBJECTIVES/OUTCOMES:**
1. Students will understand how ethical and social responsibility issues affect marketing decisions and impact consumers.
2. Students will understand the elements of strategic marketing planning.
3. Students will understand the processes and factors influencing the targeting of the marketplace.
4. Students will understand the decision-making processes of individual consumers and organizations.
5. Students will understand product concepts and strategies used to create value in the marketplace.
6. Students will understand pricing concepts and techniques that capture value.
7. Students will understand channel and supply chain management concepts to deliver value to all channel members.
8. Students will understand marketing communication concepts that effectively promote products/services.
9. Students will understand the external marketing environments that impact a firm.
10. Students will understand the basic elements in developing a global marketing mix strategy.
11. Students will apply marketing concepts to real world situations.

**MNTC GOALS AND COMPETENCIES MET:**
N/A

**HCC COMPETENCIES MET:**
Thinking Creatively and Critically
STUDENT CONTRIBUTIONS:
Students are expected to attend class sessions, participate in activities and discussions, listen to and follow directions, complete assignments in a timely fashion, request assistance when needed, and contribute to a productive learning environment. Students should expect to spend three to six hours per week preparing for class.

STUDENT ASSESSMENT SHALL TAKE PLACE USING INSTRUMENTS SELECTED/DEVELOPED BY THE COURSE INSTRUCTOR.

Curriculum Committee Approval Date: September 17, 2018

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