



South Central College

## **MKT 1810 Principles of Marketing**

### **Course Outcome Summary**

#### **Course Information**

**Description**

This course introduces the student to the dynamic field of marketing. The course will examine the different strategies and techniques used by business today to market their products and services to the consumer. The

Discuss the external environment of marketing  
Describe the social factors that affect marketing  
Explain the importance to marketing managers of current demographic trends  
Identify consumer and marketer reactions to the state of the economy  
Identify the impact of technology on a firm  
Discuss the political and legal environment of marketing  
Understand the elements of strategic marketing planning.  
Understand the external marketing environments that impact a firm.

### **3. Develop a Global Vision**

#### **Learning Objectives**

Discuss the importance of global marketing  
Discuss the impact of multinational firms on the world economy  
Describe the external environment facing global marketers  
Identify the various ways of entering the global marketplace  
Understand the basic elements in developing a global marketing mix strategy.

### **4. Explain Consumer Decision Making**

#### **Learning Objectives**

Explain why marketing managers should understand consumer behavior  
Analyze the components of the consumer decision-making process  
Explain the consumer's post-purchase evaluation process  
Identify the types of consumer buying decision decision

### **Learning Objectives**

Discuss the importance of retailing in the U.S. economy  
Explain the dimensions by which retailers can be classified  
Describe the major types of retail operations  
Discuss non-store retailing techniques  
Define franchising and describe its two basic forms  
Describe new developments in retailing

## **9. Apply Pricing Concepts**

### **Learning Objectives**

Discuss the importance of pricing  
List and explain a variety of pricing objectives  
Explain the role of demand in price determination  
Understand the concept of yield management systems  
Describe cost oriented pricing strategies  
Describe the procedure for setting the right price  
Identify the legal and ethical constraints on pricing decisions  
Understand pricing concepts and techniques that capture value.

## **SCC Accessibility Statement**

South Central College strives to make all learning experiences as accessible as possible. If you have a disability and need accommodations for access to this class, contact the Academic Support Center to request and discuss accommodations. North Mankato: Room B-132, (507) 389-7222; Faribault: Room A-116, (507) 332-7222.

Additional information and forms can be found at: [www.southcentral.edu/disability](http://www.southcentral.edu/disability)

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