

**RARITAN VALLEY COMMUNITY COLLEGE  
ACADEMIC COURSE OUTLINE**

**MRKT 101 Principles of Marketing**

**I. Basic Course Information**

A. Course Number and Title: MRKT101 Principles of Marketing

B. New or Modified Course: Modified

C. Date of Proposal: Semester: Spring Year: 2017

D. Effective Term: Fall 2017

E. Sponsoring Department: Business and Public Service

F. Semester Credit Hours: 3

G. Weekly Contact Hours:                      Lecture: 3  
   Laboratory: 0  
   Out of class student work per week: 6

H. Prerequisites/Corequisites: None

I. Laboratory Fees: None

J. Name and Telephone Number or E-Mail Address of Department Chair: Anne Marie Anderson, [annemarie.anderson@raritanval.edu](mailto:annemarie.anderson@raritanval.edu)

**II. Catalog Description**

Examines the process involved in creating goods and services to satisfy consumer wants and needs, including planning, pricing, promotion, and distribution of goods and services. Relates marketing to the larger environment and covers a range of topics including marketing research, consumer behavior, global marketing and ethics/social responsibility.

**III. Statement of Course Need**

- A. In order for an organization to remain competitive in today's business environment, an organization needs to effectively communicate with its customers. Changes in the social, economic and technological environments have increased the importance of the marketing function. The changing demography in the United States, the increase in global markets, and the increasing rate of technological change require managers to continually revise marketing strategies. As competition increases and products/services become more comparable, the use of effective marketing strategies will be a determining factor in the success of many organizations.
- B. No lab is included.

C. This course generally transfers as a specific business program core requirement.

#### **IV. Place of Course in College Curriculum**

- A. Free Elective
- B. This course meets a Business Core requirement in A.S. Business Administration – General Business, International Business, Management Information Systems and Marketing options.
- C. This course meets a Business Core requirement in A.A.S. Business Management- Financial Services, General Business, International Business and Marketing options.
- D. This course meets a program requirement for A.A.S. Food & Beverage Management and the Events Planning/Meeting Management Certificate.
- E. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, [www.njtransfer.org](http://www.njtransfer.org); for all other colleges and universities, go to the individual websites.

#### **V. Outline of Course Content**

- A. Historical Overview of Marketing
- B. The Dynamic Marketing Environment
- C. Strategic Marketing Planning
- D. Global Markets
- E. Social Responsibility and Ethics
- F. Consumer Markets and Buying Behavior
- G. Business Marketing
- H. Marketing Segmentation, Target-Market Strategies and Product Positioning
- I. Marketing Research
- J. Product Planning and Development
- K. Product Mix Strategies
- L. Branding and Packaging
- M. Services Marketing
- N. Price Determination and Pricing Strategies
- O. Distribution Strategies and The Supply Chain
- P. Customer Relationship Marketing
- Q. Advertising and Promotion

#### **VI. General Education and Course Learning Outcomes**

##### **A. General Education Learning Outcomes:**

**At the completion of the course, students will be able to:**

1. Identify and use various public business information sources and databases to search for basic product and/or company information (GE-NJ IL)
2. Identify marketing problems and formulate solutions based on a critical examination of marketing information. (GE-NJ \*)

(\* Embedded critical thinking)

## **B. Course Learning Outcomes:**

**At the completion of the course, students will be able to:**

1. Define marketing terms.
2. Explain the factors that influence consumer and organizational decision-making.
3. Analyze marketing strategies based on the marketing mix.

## **VII. Modes of Teaching and Learning**

Given the goals and outcomes described above, LIST the primary formats, modes, and methods for teaching and learning that may be used in the course:

- A. lecture/discussion
- B. small-group work
- C. computer-assisted instruction
- D. student oral presentations

## **VIII. Papers, Examinations, and other Assessment Instruments**

Given the outcomes described above, the following assessment methods may be used:

- A. research papers
- B. written examinations
- C. assignments (required)
- D. oral presentations
- E. case studies
- F. class participation
- G. service learning

## **IX. Grade Determinants**

- A. written assignments (required)
- B. projects
- C. tests
- D. presentations

## **X. Texts and Materials**

- A. Suggested textbook: Solomon, Marshall & Stuart, *Marketing: Real People, Real Choices*, Prentice Hall, latest edition.

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

## **XI. Resources**

A. CATT classroom is required

## **XII. Honors Options**

Definition: Prerequisites: Minimum GPA of 3.5 or permission of the instructor. The Honors Option for this course is designed to enrich and challenge students beyond the regular scope of the course. The honors project will require a student to, in consultation with the instructor, develop a project in an area of marketing that holds special interest for the student (this project is not done by non-honors students in the class). Since Principles of Marketing is a survey course, the content provides the student with many options for in-depth study. At the culmination of the project, the student will produce a paper on an approved topic in the area of Marketing of their choosing. In addition, they may conduct an information discussion with the class about their findings.

### A. General Education and Course Learning Outcomes:

#### General Education Goal

Students will:

1. Locate and evaluate information relating to their chosen topic using various resources (e.g. Internet, databases, journals, books). (GE-NJ IL)
2. Prepare a report in a standard business format consistent with the selected theme and research information. (GE-NJ1)

#### Student Learning Outcomes

Students will be able to:

1. Select a marketing topic for research purposes and provide their findings
2. Demonstrate appropriate use of marketing terms.

### B. Honors Option Content: A qualified student in the course may choose an Honors Option. Students will be required to:

1. Attend a planning session with the instructor, at which time the scope of the project will be discussed. The instructor will educate the student as to standard business report formatting. Also, the student will be oriented to the print and internet sources for marketing information.
2. Develop a proposal selecting the marketing topic, providing a one paragraph rationalization for choice of topic, and including three identified sources of information on the topic.
3. Submit at least one additional progress report during the semester listing the progress to date of the project, and any difficulties the student has encountered.
4. Produce a final paper, created using standard business report format, and submit to the sponsoring faculty member. Such report will be an overall summary of work completed during the project.
5. Create a presentation to the class summarizing the project, and

facilitate a discussion of the marketing issues discussed in the report.

C. Assessment Instruments for Honors Option Work

1. Orientation
2. Proposal
3. Progress Report
4. Final Paper
5. Presentation

D. Grade Determinants for Honors Option Work

The reports and presentation used as instruments (noted above) will be used to assess the students according to the learning outcomes.

A student who begins, but does not complete, the requirements for the Honors Options will instead be assessed utilizing the standard grading components for the non-Honors Option version of the course, and receive a grade for the standard course.