

MRKG 101 Principles of Marketing

This is an introductory course in marketing. It examines the role of marketing within the organization and in society. It reviews topics such as key marketing concepts including consumer needs, techniques for collecting and assessing marketing information via market research, as well as product, place pricing, and promotion considerations. Ultimately, this course will develop students' critical thinking and problem-solving skills through the analysis of assigned questions, exercises and case studies. It also promotes teamwork through students working as part of a team in their projects. *(Prerequisite: None)* (3 credits)

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate detailed knowledge and understanding of the main marketing theories, concepts, and methods.
2. Use some advanced skills to construct a marketing plan and carry out environmental analysis.
3. Present and evaluate the factors contributing to the success of marketing decisions, including external, internal, and ethical factors.
4. Use some advanced skills to construct written work which is reasonably presented and communicate ideas clearly.
5. Operate with accountability, both independently and in a teamwork environment in the field of online marketing.

Textbook & Course Materials:

- *Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). Principles of marketing. Pearson Australia.*

Course Content:

1. Marketing: Creating and Capturing Customer Value
2. Company and Marketing Strategy: Partnering to Build Customer Relationships
3. Analyzing the Marketing Environment
4. Managing Marketing Information to Gain Customer Insights
5. Consumer Markets and Consumer Buyer Behavior
6. Customer-Driven Marketing Strategy: Creating Value for Target Customers
7. Product, Services, and Brands: Building Customer Value
8. Additional Pricing Considerations