

Virginia Western Community College
MKT 201
Introduction to Marketing

Prerequisites

None

Course Description

Introduces students to the discipline of marketing and the need to create customer value and relationships in the marketplace. Presents an overview of the marketing principles and management strategies, along with the analytical tools used by organizations in the creation of a marketing plan.

Semester Credits: 3 Lecture Hours: 3 Lab/Clinical/Internship Hours: 0

Required Materials**Textbook:**

Marketing, Grewal Copyright 2016; ISBN-13: 9781259972447; McGraw-Hill; Connect Code is packaged with textbook or purchased separately.

Other Required Materials:

None

Course Outcomes

At the completion of this course, the student should be able to:

- The following content goals will be addressed by the course. These goals are directly related to the performance objectives. By the conclusion of this course, students will be able to:
- Get a better understanding of what marketing is and can be.
- Understand and be able to use the marketing mix in relation to all companies.
- Be aware of the environments and how they affect business and the consumer

Topical Description

CH	Topics Covered
1	An Overview of Marketing
2	Strategic Planning for Competitive Advantage
3	Ethics and Social Responsibility

4	The Marketing Environment
5	Developing a Global Vision
6	Consumer Decision Making
7	Business Marketing
8	Segmenting & Targeting Markets
9	Marketing Research
10	Product Concept
11	Developing & Managing Products
12	Services & Nonprofit Organizational Marketing
13	Supply Chain Management
14	Marketing Channels & Retailing
15	Marketing Communications
16	Advertising, Public Relations, and Sales Promotion
17	Personal Selling & Sales Management
18	Social Media & Marketing
19	Pricing Concepts
20	Setting the Right Price

Notes to Instructors

(List information about optional topics, departmental exams, etc.)

1. Must use departmental final exam
2. Must assign a project
3. Must do presentation(s)