

Revised Fall 2016

MKT 201

Introduction to Marketing

COURSE OUTLINE

Prerequisites:

No prerequisites required

Course Description:

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/Recitation Hours: 3

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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:

- 1. Get a better understanding of what marketing is and can be.**
- 2. Understand and be able to use the marketing mix in relation to all companies.**
- 3. Be aware of the environments and how they affect business and the consumer.**



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Required Materials:

Required Materials Here

Textbook:

Title:	Marketing
Author:	Grewal
Copyright:	2016
ISBN #:	ISBN-13: 9781259972447
Publisher:	Mcgraw-Hill
Website:	Connect Code is packaged with textbook or purchased separately.

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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



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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)
- 4.

