

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, 8th edition, Copyright 2019; McGraw-Hill; ISBN: 9781260504019; All sections use IncluED starting Fall 2018.

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

Topics Covered
<ul style="list-style-type: none">• <u>Chapter 01 Overview Of Marketing</u>• <u>Chapter 02 Developing Marketing Strategies and a Marketing Plan</u>• <u>Chapter 03 Social and Mobile Marketing</u>• <u>Chapter 04 Conscious Marketing, Corporate Social Responsibility, and Ethics</u>• <u>Chapter 05 Analyzing the Marketing Environment</u>• <u>Chapter 06 Consumer Behavior</u>• <u>Chapter 07 Business-to-Business Marketing</u>• <u>Chapter 08 Global Marketing</u>• <u>Chapter 09 Segmentation, Targeting, and Positioning</u>• <u>Chapter 10 Marketing Research</u>• <u>Chapter 11 Product, Branding, and Packaging Decisions</u>• <u>Chapter 12 Developing New Products</u>• <u>Chapter 13 Services: The Intangible Product</u>• <u>Chapter 14 Pricing Concepts for Establishing Value</u>• <u>Chapter 15 Supply Chain and Channel Management</u>• <u>Chapter 16 Retailing and Omnichannel Marketing</u>• <u>Chapter 17 Integrated Marketing Communications</u>• <u>Chapter 18 Advertising, Public Relations, and Sales Promotions</u>• <u>Chapter 19 Personal Selling and Sales Management</u>

Notes to Instructors

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

1. Must use departmental final exam
2. Must assign a marketing plan project
3. Must do presentation(s)
4. Students should be encouraged (or required) to enter VWCC Create Competition.

[ADA Statement](#) (PDF)

[Title IX Statement](#) (PDF)