

## Master Syllabus

### MRK 2100 - Foundations of Marketing

**Division:** Business and Public Services

**Department:** Marketing

**Credit Hour Total:** 3.0

**Lecture Hrs:** 3.0

**Date Revised:** April 2017

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### Course Description:

Foundations of Marketing is designed to provide a broad introduction to the field of marketing. Marketing is far more than just selling or advertising within a business setting; it is a major part of our everyday lives. This course will illustrate the importance of marketing and skills that are applicable to all specializations within business.

### General Education Outcomes:

- Written Communication
- Oral Communication
- Critical Thinking/Problem Solving
- Computer Literacy

### Course Outcomes:

#### Role of Marketing

Define marketing and its role in creating value for consumers, society and organizations.

**Assessment Method:** Locally developed exams

**Performance Criteria:**

Score a 70% or better.

#### Marketing Manager Roles and Responsibilities

Identify the scope of the job and decision points faced by Marketing Managers in today's complex, competitive business environment.

**Assessment Method:** Locally developed exams

**Performance Criteria:**

Score a 70% or better.

#### Marketing Problems

Identify marketing problems facing an organization and illustrate recommendations using qualitative and quantitative analysis tools

**Assessment Method:** Locally developed exams

**Performance Criteria:**

Score a 70% or better.

#### Career Branding and Development

Prepare and present a personal marketing plan and digital portfolio that illustrates skills in creative and critical thinking, written and oral communication, ethical reasoning and social responsibility.

**Assessment Method:** Behavioral observations

**Performance Criteria:**

Score a 70% or better on a rubric.

**Assessment Method:** Portfolios

**Performance Criteria:**

Score a 70% or better on a rubric

#### Social Media

Create and maintain an online professional presence using LinkedIn throughout the course.

**Assessment Method:** Locally developed exams

**Performance Criteria:**

Score a 70% or better.

### Outline:

- o Introduction to marketing and its role in an organization
- o Potential careers in marketing
- o Organizational analysis and environmental scanning
- o Market segmentation, target marketing, and positioning concepts
- o Consumer behavior and marketing research

- o Product and service strategy
- o Product strategy
- o Pricing strategy
- o Marketing channels and supply chain management
- o Distribution channel strategy
- o Promotion strategy
- o Ethics in marketing and social responsibility
- o Career branding and digital portfolio development
- o Social media
- o E-Business and the customer experience
- o Global marketing
- o Business-to-business marketing
- o Relationship marketing concepts and customer relationship marketing (CRM) systems
- o Integrated marketing communications (IMC), advertising and public relations