

Common Course Outline
MNGT 150
Principles of Marketing
3 Semester Hours

The Community College of Baltimore County

I. Catalog Description

3 credit hours

Principles of Marketing

Examines the managerial approach to the basic problems and practices in marketing; provides an analysis of marketing methods and techniques, channels of distribution, pricing, product lines and promotion.

Prerequisite: MNGT 101

II. General Course Objectives

When the student completes the course he/she will be able to:

- A. Identify the functions performed by a marketing manager.
- B. Differentiate and explain the marketing mix.
- C. List the basic elements in decision making and problem solving.
- D. Develop a marketing strategy for marketing campaigns.
- E. Formulate product, price, place, and promotion policies.
- F. Identify and differentiate between the various stages of a product life cycle.
- G. Identify the different environmental factors influencing marketing decisions and activities.
- H. Name and illustrate the various bases used for segmenting consumer and industrial markets.
- I. Analyze the implications for marketing strategy formulation of legal restraints on decisions involving: competitive action, products, price marketing channels, and promotion.

III. Methods of Instruction:

- A. Group participation
- B. Lecture/Discussion
- C. Videos/presentation graphics
- D. Outside speakers
- E. Student Presentations

IV. Method of Evaluation:

- A. Periodic examinations
- B. Class participation
- C. Written and/or oral case problems
- D. Final examination
- E. Term paper and oral presentation