

# NORTHWESTERN CONNECTICUT COMMUNITY COLLEGE

## COURSE SYLLABUS

**Course Title:** Principles of Marketing

**Course #:** BMK\*201

**Course Description:** The primary purpose of any business is to fill a need. People don't buy products or services, they buy solutions. Thriving successful businesses know this and are constantly striving for better and more imaginative ways to help people solve their problems and fulfill their dreams. This course covers, in depth, the requisites of competitive marketing success. Major topic areas include:

- The Marketing Matrix.
- Boston Consulting Product Matrix.
- Globalization of the Asian markets and the European Markets.
- The role of corporate leadership and organizational structure on the marketing process.
- The product life cycle model.
- New product development and innovation (Gouveia & Rodgers, 1986).
- Doing things right and doing the right things.
- The total product concept – differentiation or die (Levitt, 1986).

**Pre-requisite/Co-requisite:** ENG\* 101 and BMG\* 202. This is an advanced level Business and Management Program course. To be successful and benefit from this course students should have successfully completed Principles of Management.

**Goals:** The basic goals of this course are:

1. To acquaint students with the risks and strategic moves required to successfully market products and services in today's global markets.
2. To acquaint students with the interrelationship between marketing and the entire business process.
3. To gain an understanding that the primary purpose of a business is to create and maintain customers by producing goods and services people need, want and value.
4. To be able to apply marketing theories and practices in solving actual business case studies.

**Outcomes:** Upon complete of this course, students should be able to:

1. Apply the basic principles of marketing (i.e. the "four Ps" – Product, Place, Promotion, Price).
2. Demonstrate an understanding of the importance of creating customer value and managing customer relationships.
3. Compare & contrast buyer behavior to the four basic types of marketing opportunities.

4. Comprehend the importance of ethics and social responsibility in marketing management.
5. Identify, explain, and apply the important marketing concepts in case situations.
6. Perform a marketing audit.
7. Demonstrate good oral and written communication skills.