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Introduces students to the discipline of marketing and the need to create customer value and customer relationships in the marketplace. Presents an overview of marketing principles, and management strategies, along with the analytical tools used by organizations in the creation of a marketing plan to promote ideas, products, and/or services to selected target groups. Also, examines entrepreneurial, global and e-marketing practices in today's business environment. Lecture 3 hours. Total 3 hours per week. 3 credits

The course is designed to help students gain knowledge of the principles of marketing in our economic system and global marketplace. It is the goal of the School of Business for each student of the introductory marketing course to develop an understanding of basic marketing principles and practices.

None

- Develop the marketing mix;
- Analyze career opportunities in the field of marketing;
- Identify products/services/ideas and their development process; and
- Recognize the importance of establishing a fair-market price and identify the elements of the promotional mix.

- Overview of Marketing
- Analyzing Marketing Opportunities
- Distributions Decisions
- Product Decisions
- Promotion and Communications Strategies
- Price Decisions
- Marketing Plan

January 23, 2019