

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: MRKT 110 Department: Business Administration

Course Title: Principles of Marketing Semester: Spring Year: 2011

Objectives/Competencies

Course Objective	Competencies
1. Understand the functions of the marketing mix: product, price, place, and promotion.	1. Describe the marketing process and the forces that influence it. 2. Design strategies for delivering value to targeted customers. 3. Explain the company-wide strategic planning process.
2. Divide up markets into meaningful customer groups.	1. To create marketing offers that best serve customers. 2. Define the three steps of target marketing: market segmentation, market targeting, and market positioning. 3. Explain how companies identify attractive market segments and choose a market coverage strategy.
3. Identify the major forms of direct marketing.	1. Explain the effect of the Internet on electronic commerce. 2. Identify the benefits of on-line marketing to businesses and consumers.
	1. Describe key approaches to entering global markets. 2. Explain how companies adapt their marketing mixes for

Course Objective	Competencies
4. Understand how the global trade system and the economic, political, legal, and cultural environments affect a company's global marketing decisions.	global markets. 3. Identify the major forms of global marketing organizations.