

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: MKT101 Department: Business Administration

Course Title: Principles of Marketing Semester: Spring Year: 2019

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 markets into meaningful customer groups in order to better identify their needs/wants.	1. Define the three steps of target marketing: market segmentation, market targeting, and market positioning. 2. Explain how companies identify attractive market segments and choose a market coverage strategy.
3. Understand how the global trade system and the economic, political, legal, and cultural environments affect a company's global marketing decisions.	1. Describe key approaches to entering global markets. 2. Explain how companies adapt their marketing mixes for global markets.

