

COURSE PREFIX/NO: **MKT 101**
COURSE TITLE: **Marketing**
LEC HRS/WEEK: 3.0
LAB HRS/WEEK: 0.0
CREDIT HRS/SEMESTER: 3.0

[DL ATTENDANCE/VA STATEMENT](#)
[TEXTBOOK INFORMATION](#)

COURSE DESCRIPTION

This course covers an introduction to the field of marketing with a detailed study of the marketing concept and the processes of product development, pricing, promotion, and marketing distribution.

COURSE COMPETENCIES

Module 1: The Marketing Environment

1. Define marketing and identify the elements of a marketing strategy
2. Highlight the importance of quality in marketing
3. Describe the marketing environment: competitive, political, economic, technological, and social-cultural
4. Discuss marketing ethical and social responsibilities
5. Explain how marketing has a global dimension
6. Define market planning; list the steps in planning and identify the tools for planning

Module 2: Marketing Opportunities

1. Explain how marketing develops relationships through customer focus, quality, technology, and ethical behavior
2. List the components of customer satisfaction and tell how customer satisfaction is measured
3. Outline the marketing research activities and processes
4. Summarize marketing segmentation
5. Differentiate between buyer behavior and consumer behavior
6. Outline the steps in the consumer decision process
7. List and define the components of the business market and identify its major characteristics
8. Discuss relationship marketing including database marketing, strategic alliances, co-marketing, co-branding, and dedicated sales force

Module 3: Marketing Mix

1. Differentiate between marketing a good or a service
2. List the objectives of promotion and relate the promotional mix to the marketing mix
3. Contrast different types of advertising
4. Discuss pricing concepts as they relate the marketing mix

GRADING SYSTEM

Each student will be tested on the lecture content in each module, and be assigned class activities such as case studies, papers, or presentations. The student is expected to take all tests when they are given. A missed test will receive a score of "0". There will be a cumulative final exam that the student must take to replace a chapter test score of "0", or may take if he/she wishes to replace a low chapter test score. In the event of a replacement test score, the replacement test score only can improve the overall score; it will not lower it. Replacement scores will not be allowed on class assignments. Both the module test and the compilation of the module class activities will be worth 50% of the module grade. See the Module Distribution below for determination of course grade.

The grading scale is as follows:

90 = 100 A

80 = 89 B

70 = 79 C

60 = 69 D

Below 60 = F

Withdrawal before midterm = W.

Module Distribution

- Module 1 – 33.33%
- Module 2 – 33.33%
- Module 3 – 33.33%

ENTRY-LEVEL SKILLS – None

PREREQUISITE COURSES - None.

CO-REQUISITES - None

ATTENDANCE

The attendance policy in the York Technical College Handbook will be followed.

Students taking this course in an online format must log in to the course, read lectures, and participate in asynchronous discussions on a regular basis to fulfill the attendance requirements.

ACADEMIC INTEGRITY

The student is bound by the policies stated in the York Technical College Catalog and Handbook. A student violating these policies will be subject to academic discipline.

MINIMAL STANDARDS

For most students, an average of 70% is required for a grade of "C" which gives credit for this course. (Please be aware that most colleges require a grade of "C or better for transfer credit.). Students in some programs may only be required to make a 60%, "D" average, for credit. Check with your advisor for details.