



Business Department

973-328-5656

214 Center Grove Road, Randolph, NJ 07869

# MKT-113: PRINCIPLES OF MARKETING I

Credits - 3

Division: School of Professional Studies and Applied Sciences

## Catalog Course Description:

This is an introduction to basic principles and practices in marketing. The course provides an overview of the field of marketing in areas of consumer behavior, marketing management and channels of distribution and emphasizes the growth of the marketing concept.

## Textbooks:

Title	Ed	Author(s)	Publisher	ISBN	Req/Rec
Marketing: The Core with Connect Access Card	9th	Kerin	McGraw Hill	9781264209279	Required

## Statement of Course Learning Outcomes:

### Learning Outcomes

- Understand "What is Marketing". Describe the Four P's/Marketing Mix.
- Understand what a target market is and why it is essential to a successful marketing strategy. Understand the concepts of market segmentation and positioning and their implications to businesses. Apply and understand the concept of a Mission Statement.
- Describe and evaluate the Strength, Weaknesses, Opportunities and Threats that businesses face. Analyze and understand the concepts of customer behavior.
- Identify the different types of marketing research.
- Distinguish between ethical marketing behavior and unethical behavior. Prepare and implement a high level marketing plan.