



Business Department

973-328-5656

214 Center Grove Road, Randolph, NJ 07869

MKT-114: PRINCIPLES OF MARKETING II

Credits - 3

Division: School of Professional Studies and Applied Sciences

Catalog Course Description:

This course provides students with a usable managerial understanding of consumer behavior. This will help students prepare for careers in marketing management, sales and advertising.

Catalog Prerequisites:

MKT-113 and ENG-025 or equivalent

Textbooks:

Title	Ed	Author(s)	Publisher	ISBN	Req/Rec
CONSUMER BEHAVIOR W/CONNECT LL PKG	14th	Mothersbaugh	McGraw Hill	9781260872798	Required

Statement of Course Learning Outcomes:

Learning Outcomes

- Understand how consumer behavior impacts that marketing strategy.
- Analyze how subcultures impact consumer behavior.
- Evaluate the impact of societal changes impact the marketing plan.
- Create, identify and implement strategies for the different stages of a business life cycle.
- Understand and evaluate regulations as they apply to consumer behavior.

Statement of Relation to Curriculum(s):

- Elective course for Business Administration curriculum (2110)
- Elective course for Business Career Program curriculum (3400)