



# Wayne County Community College District

## COURSE SYLLABUS

### MKT 200 Principles of Marketing

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**CREDIT HOURS:** 3.00

**CONTACT HOURS:** 45.00

**COURSE DESCRIPTION:**

A basic course with direct application to marketing functions and policies. Course includes consumer and industrial marketing concepts, service marketing, standardization and grading, pricing and government regulations.

**PREREQUISITES:** *BUS 150*

**EXPECTED COMPETENCIES:**

*Upon successful completion of this course, the student will:*

1. Understand the basic concepts and practices of marketing
2. Understand how marketing functions both with internal and external environments of an organization
3. Understand the basic consumer and organizational buying process
4. Understand the process of developing marketing strategies
5. Understand how marketing activities differ for goods, services, ideas and events
6. Understand the complexities of international marketing
7. Understand how marketing differs in profit, and no-profit situations
8. Understand the importance of service quality and relationship marketing in formulating marketing strategies
9. Understand the role of advertising and public relations
10. Understand the importance of marketing ethics and social responsibility

**ASSESSMENT METHODS:**

Student performance may be assessed by examination, quizzes, case studies, oral conversation, group discussion, oral presentations. The instructor reserves the option to employ one or more of these assessment methods during the course.

**GRADING SCALE:**

90%-100% = A  
80%-89.9% = B  
70%-79.9% = C  
60%-69.9% = D  
<60% = E