

Marketing Concepts

CBUS 210

Course Description:

An introduction to marketing concepts in which the role of marketing in organizations and satisfying consumer needs and desires is addressed. This course will examine the fundamental concepts of marketing to include: the marketing mix, channels of distribution, promotion, segmentation, targeting, and positioning.

Course Objectives:

The student will

- recognize the steps in the selling process,
- identify the role of public relations and the use of promotional tools,
- discuss the new era of social and environmental awareness and the technical revolution,
- illustrate the need for integrated marketing communications,
- demonstrate the difference in marketing to a global market,
- compare and contrast the differences among various advertising media including the Internet,
- develop a marketing campaign for an existing or new idea to a global market, and
- prepare a marketing plan for an existing or new product or idea.

Areas of Blooms Taxonomy covered

- Knowledge
- Comprehension
- Application
- Analysis
- Synthesis