

Course Abstract

Course ID and Name: MKT 201, Marketing I

Department: Business and Computer Science

Chairperson or Course Coordinator: Dr. Aslihan Cakmak

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Prerequisites: BUS-101

Co-requisites: None

Course Description:

An overview of the field of marketing and the marketing concept. Students develop an understanding of the growing importance of the consumer, difference between industrial and consumer marketing, the impact of government and environment on marketing, and the basic marketing functions of product planning, marketing channels, physical distribution, promotion, pricing, and marketing research.

Credits: 3

If you need accommodations due to a disability, contact Disability Services in Edison Hall Room 100, 732.906.2546.

To foster a productive learning environment, the College requires that all students adhere to the Code of Student Conduct which is published in the college catalog and website.

Learning Outcomes:

Upon successful completion of the course, students will be able to:

1. Explain what marketing is and how it provides value to everyone involved in the marketing process.
2. Explain the basics of marketing planning and the marketing mix tools used in the marketing process.
3. Explain the evolution of the marketing concept, social responsibility, and ethics.

Course Content Areas:

- Discuss how marketing is about meeting needs, creating utility and exchange relationships
- Identify the three levels of Business planning and discuss the factors involved: mission statement, goals and objectives, SWOT analysis, etc.
- Examine how and why people buy and how these elements relate to identifying target markets
- Explain the elements of the marketing mix: product, price, distribution, and promotion
- Incorporate all of the above in a group marketing project presentation