

Collin College - Continuing Education

COURSE SYLLABUS

COURSE INFORMATION

Course Number: MRKT 7640

Course Title: Marketing Principles

Course Description: This course will set the foundation for you to design your marketing projects. The course will define marketing and review the steps in the marketing process. We will also examine the major trends and forces that are changing the marketing landscape and challenging marketing strategy.

Suggested Course Prerequisite(s): N/A

Course Resources: N/A

Student Learning Outcomes:

1. Define Marketing
2. Understanding the Steps of the Marketing Process
3. Examine Major Trends and Forces Changing the Marketing Landscape

Certification Notes: This is a certificate series.

Next course recommendation: Marketing and Business Management

Withdrawal Policy: See the current Collin Registration Guide for the last day to withdraw and tuition refund policy

Americans with Disabilities Act: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current *Collin Student Handbook* for additional information.

Course Sessions: Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Lesson Plan – by week or session:

Session 1: Introductions

What Is Marketing?

Outline Five Steps of Marketing Process

Understanding the Marketplace and Customer Needs

Designing a Customer Value-Driven Marketing Strategy

Session 2: Designing a Customer Value-Driven Marketing Strategy (cont'd)

Construct an Integrated Marketing Program

Session 3: Engage Customers, Build Profitable Relationships

Capture Value from Customers

Session 4: The Changing Marketing Landscape

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.