

PRINCIPLES OF MARKETING (M351)

CATALOG DESCRIPTION

Introduction to current theories and concepts in marketing from a domestic as well as global perspective. Concepts covered include market research, identifying target customers, developing product and service offerings, branding, pricing, marketing communications, and distribution channels. Marketing is critically examined in the context of the consumer, the economy, the legal/political environment, technological changes and ethical/social responsibility.

Prerequisite: ECON 202

Co-requisites: BUAD 301, and ISDS 361A

COURSE OBJECTIVES AND KEY OUTCOMES

Marketing involves identifying consumer needs, satisfying these needs with the right product/service offerings priced at the optimal level, promoting these offerings effectively and reaching consumers through appropriate distribution channels. The overall objective of this course is to introduce students to the concepts, analysis techniques, and activities that comprise marketing.

This course is designed to help students understand how to successfully market products and services in today's increasingly competitive global marketplace. Students' understanding of the marketing discipline is enhanced through innovative online learning tools that supplement traditional instruction. Key outcomes include:

- Knowledge of marketing planning.
- Identifying consumer needs.
- Insight into consumer behavior.
- Understanding of issues related to
 - Market segmentation
 - Target marketing
 - Positioning of a firm and its products and services.
- Outlining the marketing mix (4 P's)
 - Product
 - Price
 - Place
 - Promotion

HELPFUL ONLINE RESOURCES

Hoovers, which you can access at <http://www.hoovers.com>. This site has useful resources to help you learn details about existing and prospective accounts.

Brainshark, which you can access at <http://www.brainshark.com>. This site has useful resources needed for developing professional sales presentations.

CONTACT

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