

MKT 309 Course Learning Outcomes

Principles of Marketing

- Define marketing and discuss what it entails
- Identify and examine how macro environmental factors (e.g. political, social/cultural, economic and legal factors) affect marketing activities and vice versa
- Describe the factors involved in consumer decision making
- Explain the major differences between business, consumer, domestic and international markets
- Define, develop and analyze relevant marketing research data
- Segment markets and develop a profile of the target market
- Explain how ethics and corporate responsibility affect marketing decisions.
- Develop integrated product, price, place and promotion tactics
- Create a comprehensive written marketing plan and communicate the marketing strategy implications

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