

Collin College - Continuing Education COURSE SYLLABUS

COURSE INFORMATION

Course Number: MRKT 7640

Course Title: Marketing Principles

Course Prerequisite(s): N/A

Course Description: This course sets the foundation for building a strong strategy to support 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.

Certification Notes: This course is part of the [Marketing Project Certificate Series](#).

Next course recommendation: Marketing and Business Management

Instructor notes: N/A

Textbook: (Optional)

Marketing: An Introduction, 14th edition

by Gary Armstrong, Phillip Kotler

ISBN: 9780135635391

Pearson eText:

<https://www.pearson.com/store/p/marketing-an-introduction/P100002593468/9780135635391>

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.

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
Student Evaluation of Instruction

Course Sessions: Listed are a guideline 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.

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

Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

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-G200 or 972.881.5898

(V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

<http://www.collin.edu/studentresources/personal/studenthandbook.aspx>