

Print Date: 8/9/17

Course Objectives/Course Outline
Spokane Community College

Course Title: Marketing

Prefix and Course Number: MMGT 211

Course Learning Outcomes:

By the end of this course, a student should be able to:

- Define marketing and marketing management philosophies
- Analyze, evaluate, discuss issues, and formulate questions involving ethical issues and corporate social responsibility
- Identify factors affecting the marketing environment
- Define market segmentation and targeting different markets
- Describe the marketing research process and product concepts
- Develop and manage products using proper marketing mix
- Identify product, place, promotion, and pricing

Course Outline:

- I. Principles of marketing
 - A. Merchandise marketing
 - B. Distribution of goods and services
 - C. Distribution of goods from producer to consumer
 - D. Marketing and the economy