

MKT 120 : Principles of Marketing

Credits: 3

Class Hours: 3 lecture

Description: This course is an introduction to marketing concepts and the application to the process of marketing products, services, and ideas to provide value and benefits to both for-profit and non-profit organizations. Students will develop an understanding of the marketing process, analyze marketing opportunities, and develop strategies to fulfill the needs of target markets.

Semester Offered: Fall

Course Student Learning Outcomes (CSLOs):

1. Utilize creativity and logical strategies and techniques to solve complex business issues.
2. Define and describe the four elements of the Marketing Mix.
3. Explain the significance of customer relationship management.
4. Analyze business functions and practices to develop marketing mix strategies.