MKTG 431 – Principles of Marketing
Undergraduate Curriculum Committee Course Outline
COURSE DESCRIPTION: Introduction to marketing principles and functions designed to satisfy an organization's target markets by offering an appropriate marketing mix consisting of product, price, place and promotion in domestic and international settings.

Prerequisite: Upper Division Standing.

EFFECTIVE DATE: Fall 2020

COURSE OBJECTIVES: The purpose of this course is to familiarize the student with the language and theories supporting the Marketing Discipline.

Students will be expected to demonstrate mastery of these concepts weekly, and be able to recall more than half of the concepts covered in the class at the end of the semester.

COURSE DELIVERY: The content in this course is suitable for a variety of delivery methods. It has been successfully taught in small-section live classes, large-section live classes and as an online course. Currently the class is being offered as both small-section live (online for AY 20-21) and large-section online.

Instructors for this course need to be academically or professionally qualified in Marketing.

COURSE CONTENT:

A. Consumers and markets (4 weeks):


B. The marketing mix (6 weeks):


C. Marketing management and strategy (2 weeks):


D. Special topics (1 week):

TBD by instructor. Currently, Machine learning/Artificial intelligence

E. Careers in marketing (1 week optional)

What do careers in marketing look like. What is a career path: entry level jobs, promotions. How to use marketing principles in your job search.

**TEXTS:** Any peer-reviewed text that covers the content. Instructors are encouraged to supplement text material where appropriate. The textbook adoption should be reviewed at no longer than three-year intervals to assure that teaching materials are current with the discipline.


**METHODS OF EVALUATION:** Evaluation method needs to be appropriate to course delivery method. Currently using online quizzes (50%) and two comprehensive exams (50%) consisting predominately of multiple choice questions.