COURSE: MKT 120  PRINCIPLES OF MARKETING

HOURS:  Lecture: 3  Lab/Shop: 0  Work Exp/Clinical: 0  Credits: 3

COURSE DESCRIPTION:

This course introduces principles and problems of marketing goods and services. Topics include promotion, placement, and pricing strategies for products. Upon completion, students should be able to apply marketing principles in organizational decision making.

PREREQUISITE(S):  DRE 098 or ENG 090 and RED 090

COREQUISITE(S):  NONE

TEXTBOOK(S) & OTHER SPECIAL REQUIREMENTS:


STUDENT LEARNING OUTCOMES:

Upon successful completion of this course, the student will be able to:

1. Describe the different environments in which marketing operates and their effects including: demographic, economic, social-cultural, political-legal, technological, and competitive.
2. Compare the different tools of marketing research and marketing information systems and how they are used in modern marketing.
3. Define the marketing concept and the “4 Ps” of marketing: product, placement, pricing, and promotion.
4. Illustrate marketing segmentation and target market selection through the analysis of real-world products and marketing efforts.
5. Describe consumer behavior and how buyers make decisions.
6. Compare marketing on the Internet with traditional marketing channels.
7. Contrast marketing to consumers with organizational markets.
8. Identify and describe the most important international trading markets and organizations including NAFTA, EU, and the WTO.

EXPLANATION OF SYLLABUS:

The Student Learning Outcomes listed in this syllabus are those required actions that a student who successfully completes the course must be able to perform or exhibit. The educational experience, however, is a two-way, interactive process involving both the student and his/her instructor. The student must play an active role in the learning process in order to be successful. Each Instructor will provide an Instructor’s Course Requirements document at the first class meeting explaining how he/she measures each of the Student Learning
Outcomes listed in the syllabus. A student who is unable to accomplish the outcomes will not receive a passing grade in the course.

The information in this RCC Syllabus may not be accurate beyond the current semester. Textbooks and other course materials are subject to change. Students should verify the textbooks at the first class meeting with their instructor prior to purchasing.

**RCC ATTENDANCE POLICY:**

Regular attendance is considered essential to realize course outcomes. Students are expected to attend all scheduled meetings of classes for which they register. Rules on tardiness and leaving class early are addressed in each Instructor’s Course Requirements document.

No matter the basis for absence, students are held accountable for academic activities, and faculty may require special work or tests to make up for missed classes.

When courses are delivered through online instruction (DL or Distance Learning) or through a combination of traditional classroom and online instruction (hybrid), class participation is no less important, though its measurement may be somewhat different.

The Nursing Department’s requirement related to attendance exceeds the college policy. Nursing students are required to attend 90% of classes, labs, and clinicals. At the discretion of the instructor, a written assignment or makeup clinical may be given for hours missed determined to be unavoidable.

**RCC GRADING SYSTEM:**

Richmond Community College employs a system of letter grades and corresponding quality points per grade to evaluate a student’s performance in meeting the stated goals and objectives for each course. **

**SECURITY AND SAFETY PROCEDURES:**

RCC’s upgraded security procedures require all doors to be locked at class start-time.

All students, faculty, staff, and visitors must wear visible identification (ID) badges. Identification badges should be worn on the front of clothing. RCC employees can stop, restrict, and remove from any school-related activity or function anyone who does not display an ID badge.

**STUDENTS WITH DISABILITIES:**

Richmond Community College complies with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act, which require that no qualified student with a disability be excluded from participation in or be denied the benefits of any services, programs or activities on the basis of his or her disability. If accommodations in the classroom and/or in extracurricular activities are required, the student is encouraged to contact the Disability Services Counselor in Student Services prior to the start of the semester; however, a student may request accommodations at any time. Reasonable accommodations may take up to three (3) weeks to implement. Richmond Community College is committed to providing
support and services to students with disabilities to help them obtain a quality education and to reach their goals. Assistance is provided, as necessary, and is intended to help students participate in and benefit from the programs and activities enjoyed by all students.

WITHDRAWAL:

In order to officially drop or withdraw from one or more courses without academic penalty, students must complete the “Change in Registration Status” form and submit it to the Registrar’s Office before the 75% Point of the Term. Students may obtain the “Change in Registration Status” form from Student Services or from an instructor. Students are responsible for obtaining the course instructor(s) signature(s) and returning the “Change in Registration Status” form to the Registrar.

Students who withdraw before the 75% Point of the Term will receive a grade of “W.” Students who withdraw after the 75% Point of the Term will receive a grade of “WF” or “WP.” The Registrar will inform the students by mail of their withdrawal and the right to appeal.

WITHDRAWAL AND FINANCIAL AID:

The Return of Title IV Funds policy affects any student who receives Federal Financial Aid (for example, Pell Grants) and who withdraws from all classes. Under this policy, any student who withdraws or is withdrawn by the instructor completely from classes on or before the 60 percent point of the term will be required to repay all or a portion of his/her Federal Financial Aid.

**Please refer to the online version of RCC’s Catalog & Student Handbook for current academic and general policies.**