



## COURSE SYLLABUS

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**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):** None

**COREQUISITE(S):** None

### **TEXTBOOK(S) & OTHER SPECIAL REQUIREMENTS:**

Open Educational Resources (OER) are listed in the course Moodle.

### **STUDENT LEARNING OUTCOMES:**

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

1. Define the role of marketing in business.
2. Explain the role of selling, customer relations and product management in marketing.
3. Describe marketing.
4. Define pricing and channel management strategies. Describe consumer behavior and how buyers make decisions.
5. Compare marketing on the Internet with traditional marketing channels.
6. Contrast marketing to consumers with organizational markets.
7. Identify and describe the most important international trading markets and organizations including NAFTA, EU, and the WTO.

**\*\*\*Please refer to the online version of the Richmond Community College Program & Course Catalog and the Student Handbook for current academic and general information.**