

NorthWest Arkansas Community College
Business and Computer Information Courses

BADM 2633 PRINCIPLES OF MARKETING

Catalog Description:

A study of the function and role of marketing in our free enterprise system. Study includes pricing theories and policies, channels of distribution, promotional policies and techniques, marketing management, market research, product planning and development, consumer behavior and career opportunities.

Prerequisite:

N/A

Credit Hours/Contract hours/Load hours:

3/3/3

Target Audience & Transfer:

Intended for AAS Business Management majors to provide a basic understanding of marketing concepts.
Non-transferable.

General Course Objectives:

Students completing this course will be able to:

Knowledge:

1. Know terminology associated with development and successful marketing of a product or idea.
2. Know basic components of advertising.

Critical Thinking:

3. Have the ability to determine a successful marketing strategy.
4. Understand market analysis.

Academic Skills:

5. Use basic math skills for projection and costs.

Cultural Awareness:

6. Understand the numerous components of the concept of marketing.

Required Text(s):

Principles of Marketing and Experiential Exer., Lamb, Hair, McDaniel, 6th Edition
South-Western

Optional Text(s):

Topics:

- I. The Four P's of Marketing
- II. SWOT Analysis
- III. Marketing Plans
- IV. Supply Chain Management

Required Methods of Instruction:

Lecture, Discussion

Required Forms of Assessment:

Exams, Marketing Plans