

**NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
MKT 201 - INTRODUCTION TO MARKETING (3 CR.)**

Course Description

Introduces students to the discipline of marketing and the need to create customer value and customer relationships in the marketplace. Presents an overview of marketing principles, concepts, management strategies and tactics, along with the analytical tools, used by organizations in the creation of a marketing plan to promote ideas, products, and/or services to selected target groups. Also, examines entrepreneurial, global and e-marketing practices in today's business environment. Lecture 3 hours per week.

General Course Purpose

MKT 201 is a one-semester course designed to provide students with an overview of marketing principles and strategies applicable to a dynamic high-tech economy. Marketing activities are examined as part of the strategic planning process. How these activities interface with other major organizational functions will be analyzed. The issues of business planning, research and logistics, which confront the modern marketing manager, will be detailed. Critical thinking and technology will be emphasized as the student examines new and traditional methods of creating customer value and developing customer relationships using the Internet as one of the many tools available.

Course Prerequisites/Co-requisites

Recommended course is BUS 100: Introduction to Business which will provide a background of basic business activities.

Course Objectives

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

- Define successful marketing strategies and explain why.
- Use the Internet to locate information, research companies, target potential market opportunities and create sales.
Explain how marketing activities interface with other organizational functions.
- Evaluate marketing activities to create customer value.
- Develop solid customer relationships.
Compare the role of marketing in the domestic and global economies.
Explain the role of social responsibility and ethics in marketing.

Major Topics to be Included

- A focus on customer relationships and value
- Linking marketing activities and successful corporate strategies
- The changing marketing environment, social responsibilities and ethics
- The tools of marketing in a global marketplace
- Target marketing opportunities
- Satisfying marketing opportunities
- Physical distribution
- Pricing strategies and procedures

- Managing the marketing process
- Electronic marketing

Optional Topics to be Included

- Legal aspects
- Career exploration
- Personal marketing
- Marketing plan