

**NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
MKT 200 - CONSUMERS, MARKETING AND SOCIETY (3 CR.)**

Course Description

An overview of the marketing system as it applies to the needs and wants of consumers and the purchasing process, along with consideration of the role of government in consumer affairs. Assists the individual in becoming an informed consumer and better business manager through an understanding of rights and obligations in consumer transactions. Lecture 3 hours per week.

General Course Purpose

MKT 200 is a one-semester course designed to give the student an overview of the rights and obligations of business owners and the rights and obligations of consumers in specific consumer marketing transactions with an emphasis on good business ethics and the laws affecting these business transactions.

Course Prerequisites/Corequisites

An understanding of basic marketing and business activities is desirable.

Course Objectives

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

- Identify consumer laws as they evolved throughout history, the purposes of these laws, the events and people involved in establishing these laws, and their impact on the business community and society at that time.
- Explain how laws affect the buying and selling of consumer goods and services.
- Identify federal and local state agencies that regulate consumer transactions and assist consumers with their purchasing problems.
- Describe their legal rights and obligations in business transactions to better serve the public as business owners and purchasing consumers.
- Protect themselves from fraudulent business practices and "come on" marketing techniques used by unethical businesses.

Major Topics to be Included

- History of the consumer protection laws
- Consumer protection agencies and organizations
- Unethical business practices
- Analysis of buyer rights and obligations in specific consumer transactions.
- Analysis of seller rights and obligations in specific consumer transactions.

Optional Topics to be Included

- Work with Fairfax County Consumer Affairs Office
- Attend Fairfax County Small Claims Court
- Student research project