

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 relationships in the marketplace. Presents an overview of the marketing principles and management strategies, along with the analytical tools used by organizations in the creation of a marketing plan. Lecture 3 hours per week.

General Course Purpose

This course introduces the student to marketing and its role in a corporate or entrepreneurial venture.

Course Prerequisites/Corequisites

None.

Course Objectives

Upon completing the course, the student will be able to:

- Critical Thinking
- Interpret information to reach well-reasoned conclusions
- Combine and use information from multiple relevant perspectives to make sense of complex issues or solve complex problems

- Written Communication
- Produce written works appropriate for the subject, audience, and purpose of a writing task

- Professional Development
- Explain the importance of a strategic marketing plan
- Develop a strategic marketing plan
- Identify consumer behavior as it applies to needs and purchase intent
- Discuss the concept of brand building and it connects to research, segmentation, and the 4 Ps of marketing (product, price, place, promotion)
- Summarize the role of ethics in value-based marketing practices
- Describe the impact of digital technology on the field of marketing

Major Topics to be Included

- Marketing overview
- Marketplace assessment
- Marketplace targeting
- Creating a brand
- Marketing strategies
- Digital marketing environment
- Planning and implementation of marketing strategies