

## Course Objectives

**This course presents basic marketing concepts, marketing functions, institutions, policies, and marketing systems as they relate to today's culture and the global business environment. In addition, this course will cover the various careers in marketing as they exist today in all areas of the business world.**

### Learning Objectives

Upon completion of this course students will have an understanding of the Following:

- I. Career opportunities that exist today in marketing such as
  - Advertising
  - Financial Services
  - Hospitality Marketing
  - Real Estate
  - Sports Marketing
  - Marketing Research
  - Pharmaceuticals/Medical Marketing
  - Public Relations
  - Marketing in the music industry
  - Fashion/retail Marketing
- II. The Importance of Marketing
  - Understand the benefits of marketing
  - How to apply the concept of utility
- III. The Fundamentals of Marketing
  - Define the marketing concept
  - Understand the difference between consumer & industrial markets
  - Describe market share
  - Define target market
  - Understand the components of a marketing mix
- IV. How to create a Marketing Plan
  - Understand how to conduct a SWOT analysis
  - Be able to list the three key areas of internal company analysis
  - Understand the factors in an environmental scan
  - Understand basic components of a marketing plan
  - Explain marketing segmentation
  - Be able to analyze a target market

- Understand the difference between mass marketing and market segmentation
- V. Marketing as it relates to economics
  - Define the concept of an economy
  - List factors of production
  - Understanding scarcity
  - How to answer the three basic economic questions
    1. Which goods and services should be produced?
    2. How should the goods and services be produced?
    3. For whom should the goods and services be produced?
  - Examine various economic systems
  - List the goals of a healthy economy
  - Explain how economy is measured
  - Analyze the key phases of the business cycle
- VI. The Free Enterprise System
  - Understand the characteristics
  - Understand the difference between price/non-price competition
  - Understanding supply and demand
  - Recognize the difference between for-profit and nonprofit organizations
  - Understand the private sector versus the public sector
  - Distinguish various businesses in the industrial market
- VII. Legal & Ethical Issues
  - The role of Government in a Free Enterprise system
  - Federal Regulatory Agencies and the role they play on behalf of business and consumers
  - Governments impact on businesses
  - Business ethics
  - Guidelines for ethical behavior
- VIII. Skills for Marketing
  - Basic Math
  - Communication
  - Technology Applications
  - Interpersonal Skills
  - Management S