Note: This "standard" course syllabus is only a guide. Actual requirements for a particular course and section of this course are described in the course section syllabus, which should be obtained from the course instructor at the beginning of the respective semester. Requirements listed herein are subject to change without notice.

Catalog Description: Basic marketing processes and concepts; functions; institutions; environment; techniques and factors in marketing management.

Prerequisite: Junior standing

Course Objectives: Upon completion, a student should be able to:

- identify the foundation terms and concepts that are commonly used in marketing, as indicated by performance on tests.
- give the reasoning’s that underlie these terms and concepts, as indicated by performance on tests.
- ascertain which of these terms and concepts apply to selected marketing situation examples, as indicated by performance on tests and case analyses.
- explain the significance of these terms and concepts for selected marketing situation examples, as indicated by performance on case analyses.
- determine and justify which of these terms and concepts would be appropriate for dealing with selected marketing situation examples, as indicated by performance on case analyses.
- appreciate the value of an ethical approach to marketing activities, as indicated by ethical formulations in case analyses and communications in class.
- demonstrate preparation to comprehend the basic marketing concerns that might be addressed in interfunctional analyses even if not a marketing professional, as indicated by overall performance in the course’s requirements.
Course Content:

**Required Topics**

- Definition and Basic Concepts
- Profit and Not-for-Profit Setting
- Influence of Political, Social, Technological, Legal and Regulatory Environment
- Ethics and Social Responsibility
- Global Dimensions
- Strategy, Planning, and Forecasting
- Marketing Research and Information Systems
- Consumer Behavior
- Organization-To-Organization Marketing
- Market Segmentation and Targeting
- Product Strategy
- New Product Development
- Management of Products
- Services
- Channel Strategies
- Retailing
- Wholesaling
- Physical Distribution
- Marketing Promotion
- Advertising
- Sales Promotion
- Personal Selling and Sales Management
- Basic Supply and Demand Economics
- Pricing Strategy
- Pricing Techniques and Tactics
- Marketing Management

**Optional Topic**

- Marketing Careers

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Send comments and corrections concerning this page to: mmib@sfasu.edu

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