



MAR 101: Principles of Marketing

This course emphasizes the global perspective in marketing principles. The course presents basic marketing concepts, marketing functions, institutions, policies, and marketing systems as they relate to the challenges of diverse cultures and the global business environment. Three lecture hours per week.

Course Student Learning Outcomes

1. Explain how factors of culture, economics, legal requirements, political activity, technology, the internet and the news media affect the operation of organizations in a global environment. 2. Demonstrate the skills needed to develop ideas and make decisions based on ethics, proper research, analysis, and critical thinking. 3. Apply basic marketing principles to recommend and develop a strategy to solve a marketing business challenge. 4. Demonstrate the interpersonal skills to communicate effectively through discussing course material with fellow students, developing a written marketing project, presentations, and conducting constructive peer-to-peer feed-back.

Credits: 3

Program: Marketing