

BADM 201 Principles of Marketing 3 Credits

Course Description

This course is an overview of marketing and distribution and all activities that direct the flow of goods from producer to consumer. The course focuses on the components of the marketing mix – product, price, place, and promotion – and examines the considerations that need to be made to effectively implement a marketing plan. Students will take learned knowledge and translate it into a marketing plan for an existing or fictitious business.

Textbook and Required Materials

Course materials will be provided to you during orientation week and are available in the online course companion site in PDF format. The cost of these materials have been added as a course fee.

Student Attendance

Regular attendance and completion of all assignments, on time and as scheduled, is important to your success in this course. An online student who does not regularly attend their online class for a period of seven consecutive days may be dropped from the course. Attendance is evidenced by weekly completion of assignments and/or participation in online discussions. Efforts to contact inactive students are attempted as soon as each semester begins; however, if there is no response from the student and inactivity continues, a drop will be enacted. See the entire NDSCS Attendance Policy at www.ndscs.edu/online-attendance.

If your instructor is unexpectedly unavailable and may be delayed in reviewing or correcting assignments, you will be notified of this as a sign of courtesy and respect.

Learning Outcomes

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

1. Explain marketing and its importance in a global economy.
2. Explain the concept of marketing strategies.
3. Conduct SWOT analysis for use in marketing planning purposes.
4. Explain the concept of market and market identification.
5. Explain the nature of marketing research.
6. Explain the nature of marketing plans.
7. Discuss the nature of marketing-research problems/issues.
8. Describe marketing functions and related activities.
9. Explain the nature and scope of the product/service management function.
10. Explain the concept of product mix.
11. Explain the nature and scope of channel management.
12. Demonstrate connections between company actions and results.
13. Explain the nature of product/service branding.

Grading and Evaluation

13 Assignments	10 points each	= 130 pts possible
13 Practice Tests	10 points each	= 130 pts possible
13 Quizzes	50 points each	= 650 pts possible
1 Mid-Term Exam	100 points	= 100 pts possible
1 Final Exam	100 points	= 100 pts possible
1 Project	100 points	= 100 pts possible

Total =1,210 pts possible

Points	Letter Grade
1089	A
968-1088	B
847-967	C
726-846	D

Tie to Program Assessment Outcomes

Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making. (Information Management)

Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives (Marketing)

Understands the concepts, strategies, and systems used to obtain and convey ideas and information. (Communication)

Disabilities and Special Needs

If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both your instructor and the **Student Accessibility Coordinator** (phone 671-2623, or toll-free 1-800-342-4325 ext. 3-2623) as early as possible in the term.

Academic Integrity

Integrity is an NDSCS core value and there is an expectation that all students, as members of the college community, adhere to the highest levels of academic integrity.

Dishonesty in class, laboratory, shop work or tests is regarded as a serious offense and is subject to disciplinary action by the instructor and dean of the respective division. For more information, refer to the NDSCS Student Planner or [College Catalog](#) under College Policies and Basic Regulations of Conduct (page 32).