

Student Learning Outcomes

Market 100 – Marketing Principles

Students will demonstrate the ability to work collaboratively in a group.

Students will demonstrate the ability to explain the marketing concept and the ability to identify the sub-sets of the marketing mix

Students will demonstrate the ability to identify the four types of consumer goods and analyze the factors in the consumer market affecting buying behavior and expenditures

Students will demonstrate the ability to discuss the six stages in the product life cycle including the seven steps in the product development model

Students will demonstrate the ability to discuss the various types of branding and explain the functions of product packaging and labeling

Students will demonstrate the ability to identify and differentiate the major types of retail outlets

Students will demonstrate the ability to identify the major physical distribution functions and demonstrate the ability to identify the five major modes of transportation and explain their relative advantages and disadvantages

Students will demonstrate the ability to explain the concept of the promotional life-cycle and explain the five parts of the promotional mix

Students will demonstrate the ability to identify the choices available to a firm in the creation of advertising

Students will demonstrate the ability to identify and explain the eight steps in the selling process

Students will demonstrate the ability to differentiate between the major pricing methods

Students will demonstrate the ability to analyze the process of market segmentation through the use of psychographics and demographics

Students will demonstrate the ability to evaluate the various types of research preceding development of an advertising campaign