PARKLAND COLLEGE

Course Information Form (CIF)

Course Code: MKT 101

Course Title: Introduction to Marketing

Department: Business/Computer Science and Technologies
Effective Date: Summer 2026
PCS Code: 1.1 - Baccalaureate/Transfer
CIP Code: 52.1401
Repeatability: 0

Credit Hours

Catalog Notation: 3-0-3
Credit Hour Distribution:

Lecture: 3	Lab: 0	Clinical: 0	**Total: 3**

General Course Information

Catalog Description

Marketing in business and other types of organizations. Emphasis given to manager's role in development of marketing strategy: product planning, distribution, promotion, pricing, consumer behavior, industrial marketing, and market research.

General Course Objectives

The student will understand the role and operation of the marketing function within an organization and be able to make marketing decisions based upon sound principles and fundamentals of marketing.

Minimum Placement Levels

English	Reading	Math
None	Placement into CCS 098	None

Prerequisites

None

Methods of Evaluation

3-4 objective exams, 3-4 product presentations, written analyses of 3 Wall Street Journal articles, and 1 final exam.

Instructional Materials and Additional Supplies

Contemporary Marketing, Boon and Jurtz, Cengage. Current edition.

Course Content

General Learning Outcomes (GLOs)

- Creativity and Innovative Thinking: Students will design, present, and interpret materials, information, and ideas in innovative ways.
- Critical Thinking and Information Literacy: Students will demonstrate the ability to evaluate perspectives, evidence, and implications, and to locate, assess, and use information effectively.
- Global Awareness and Cultural Reasoning: Students will demonstrate their understanding of global issues, gender and sexual orientation, and multicultural perspectives.

Course Segments and Student Learning Outcomes

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
Marketing: The Art and Science of Satisfying Customers	1. List the five eras in the history of marketing. 2. List methods to avoid marketing myopia. 3. List and describe how to utilize non-traditional marketing techniques. 4. Explain the two sides of a problem concerning marketing ethics.	2	0	0
Strategic Planning in Contemporary Marketing	1. Define and explain the difference between planning, strategy, tactics, missions, and objectives.	2	0	0
Marketing Environment, Ethics, and Social Responsibility	1. Explain competitive, political, legal, economic, technological, and socio-cultural environments. 2. Determine the most correct side in an ethical issues marketing decision.	3	0	0
Social Media: Living in the Connected World	1. Describe social media and create a social media marketing plan. 2. List careers in social media marketing.	3	0	0
E-Business: Managing the Customer Experience	1. Describe B2B and B2C marketing and Web communication. 2. Describe ways to establish an effective Web presence.	2	0	0
Consumer Behavior	1. List the personal determinants of consumer behavior and the steps of the consumer decision-making process.	2	0	0
Business-to-Business Marketing	1. Describe the characteristics of the B2B market and how to effectively segment that market. 2. Choose the proper action in a make, buy, or lease decision. 3. Describe the business buying process.	2	0	0
Global Marketing	1. Describe the International Marketing Environment and Multinational Economic Integration. 2. Devise strategies for entering global marketing.	2	0	0
Marketing Segmentation, Targeting, and Positioning	1. Categorize consumer markets utilizing demographic, geographic, psychographic, and product-related segmentation.	3	0	0
Marketing Research and Sales Forecasting	1. Describe research methods, including international marketing research methods. 2. Explain how to use technology for sales forecasting and marketing research.	3	0	0

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
Relationship Marketing and Customer Relationship Marketing (CRM)	1. Explain the relationship marketing continuum. 2. Identify how to build and improve buyer-seller relationships in consumer and business markets.	3	0	0
Product and Service Strategies	1. List and explain the steps needed in developing product lines and product mix. 2. Define and explain the product life cycle and demonstrate the ability to extend the product life cycle.	3	0	0
Developing and Managing Brand and Product Categories	1. Describe product identification, new product development, and planning. 2. Demonstrate an understanding of product safety and liability laws.	2	0	0
Marketing Channels and Supply Chain Management	1. List the types of marketing channels, logistics, supply chain management, physical distribution, and inventory management.	2	0	0
Retailers, Wholesalers, and Direct Marketers	1. Identify a target market and give examples of types of retailers, wholesalers, intermediaries, direct marketing, and other non-store retailing methods.	2	0	0
Integrated Marketing Communications, Advertising, and Public Relations	1. Describe the parts of the promotional mix. 2. Create advertising appeals and advertising strategies. 3. Select the appropriate type of advertising media for a campaign. 4. Write a release for public relations. 5. Measure promotional mix effectiveness.	3	0	0
Personal Selling and Sales Promotion	1. List trends in personal selling. 2. List the steps of and demonstrate confidence in using the sales process. 3. Explain potential ethical issues in sales. 4. Describe sales promotion techniques.	2	0	0
Pricing Concepts	1. Define and explain various pricing methods and the legality of those methods, and list ways to determine prices. 2. Explain the global issues in price determination.	2	0	0
Pricing Strategies	1. Generate price quotations and policies, given global considerations. 2. Learn to competitively bid and negotiate prices.	2	0	0

Total Contact Hours

Lecture Hours	Lab Hours	Clinical Hours
45	0	0