Principles of Marketing

This course does not include tutoring

Course Description

This course provides students with a view of the principle areas of marketing. It explores the factors influencing how marketing decisions are made, including the impact of marketing decisions on an organization and its customers. Students will gain a working knowledge of practical marketing and business vocabulary. Additionally, students will analyze today's global, highly competitive marketplace and evaluate how the actions of competitors influence marketing decisions.

ACE Course/Exam Number: PLNS-0096

NOTE: The course is listed as Propero eCollege with eText for Principles of Marketing 3.0 for Strayer University on the Pearson store

This course includes the following eText:


Course Learning Outcomes

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

- Evaluate the primary components of a marketing plan from strategic, functional, and operational perspectives
- Analyze how the characteristics of the business environment can impact marketing decisions
- Analyze the possible impacts of marketing research on a business plan
- Evaluate how consumer characteristics and behavior affect marketing strategies
- Compare B2B and consumer markets
- Compare various considerations in product and services marketing
- Analyze how integrated marketing communications (IMCs) are developed and implemented
- Analyze the considerations and process of creating a pricing strategy
- Distinguish marketing channel options, considerations, and interactions