

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Marketing

COURSE NUMBER: BMK 305

PRE-REQUISITE(S): None

COURSE DESCRIPTION:

This course is an introduction to marketing, emphasizing the problems of policy determination by management. The nature and operation of marketing functions, consumer preferences, product planning, promotion, distribution, and pricing are studied. Environmental factors affecting marketing processes are also examined. This is a required marketing course for all business majors.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Define the role of marketing in society and within the environment of the firm.

Learning Objectives: The student will:

- A-1 Know what marketing is and why she/he should learn about it.
- A-2 Understand the difference between micro-marketing and macro-marketing.
- A-3 Understand what a market-driven economy is and how it adjusts the macro-marketing system.
- A-4 Identify possible ethical dilemmas that exist in marketing products and services.

GOAL B:

Identify appropriate marketing strategies for products/services.

Learning Objectives: The student will:

- B-1 Explain what marketing strategy planning is
- B-2 Demonstrate target marketing
- B-3 Examine the four Ps in a marketing mix
- B-4 Recognize why strategies for opportunities in international markets should be considered

