BA 223 Marketing Principles I Outcomes

Upon completion of this course, students should be able to:

1. Define marketing, utility and the marketing concept;
2. Explain the characteristics of the various marketing environments;
3. Understand the marketing planning process and general marketing strategies;
4. Demonstrate a knowledge of marketing information systems and the roles played by marketing research;
5. Differentiate between consumer and business markets and how each is segmented;
6. Describe the types consumer goods and buying behavior;
7. Discuss the types of business goods and the factors affecting business purchases;
8. Understand product identification, including branding and packaging, and product warranties;
9. Explain the product life cycle, product mix and new product development process;
10. Define price and describe the factors affecting pricing policy;
11. Describe the various methods of pricing both consumer and business goods;
12. Differentiate channels of distribution and the functions of marketing intermediaries;
13. Contrast the characteristics of the different modes of transportation;
14. Describe and compare wholesalers and retailers;
15. Explain the promotional mix and how it is used in marketing;
16. Describe the various types of advertising, advertising media and advertising agencies;
17. Define sales promotion and explain is correlation to the promotional mix;
18. Understand the importance of public relations and the role played by publicity;
19. Illustrate an understanding of the selling process and the role of personal selling in marketing;
20. Understand the factors affecting global marketing, how trade is conducted, by whom, and how government processes interfere with trade;
21. And, demonstrate and awareness of social responsibility facing marketing.