

San Juan College
Business & Information Technology Systems Department

SYLLABUS

BADM 242
Principles of Marketing
Three credit hours

CATALOG DESCRIPTION:

This course covers the marketing process from product origination to product consumption. Topics include an overview of the social, ethical, legal and economic environments in which the marketer operates, consumer behavior and market segmentation, product development and pricing, marketing channels, and product promotion and pricing.

GENERAL GOALS

1. To familiarize the student with the marketing functions
2. To present the differences between a marketing strategy, a marketing plan, and a marketing program.

LEARNING OUTCOMES

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

1. Define the social, ethical, economic and legal environments in which marketing operates.
2. Know and apply the principles of:
 - a. consumer behavior
 - b. marketing research
 - c. market segmentation
 - d. product planning
 - e. pricing
 - f. promotion
 - g. product distribution
3. Explain the marketing functions.
4. Create a marketing plan.
5. Design and present a marketing study from product conception to consumer purchase.