

PRINCIPLES OF MARKETING
College Credit and Careers Network
Dual Credit Articulation Agreement

Upon completion of high school courses equivalent to the following competencies:

- Economic Foundations of Marketing
 - Explain the concept of utility (cs)
 - Explain the concept of demand and supply (cs)
- Marketing Fundamentals
 - Explain marketing and its importance (cs)
 - Explain the types of competition marketers face and the steps in developing a competitive strategy
 - Explain the relationship of marketing to society (cs) Explain marketing functions and related activities (cs)
Explain the concept of marketing strategies (cs)
- Consumer and Organizational Buying Behavior
 - Identify interpersonal determinants of consumer behavior Outline the steps in the consumer decision process
Identify the components of the organizational market Describe organizational buying behavior
- Market Segmentation
 - Explain the concept of a market and market identification (cs)
 - Explain the role of market segmentation in developing a marketing strategy
 - Describe the bases for segmenting markets
- Marketing Planning and Information
 - Explain the nature and scope of marketing-information management (ms)
 - List the steps in the marketing research process
 - Differentiate the types and sources of primary and secondary data
- Identify the methods of collecting survey data
- Explain the nature of demand analysis (ms)
- Explain the nature of sales forecasting (ms)
- Explain how the strategic business unit concept and the market share/market growth matrix can be used in market planning
- Pricing
 - the concept of pricing. (cs)
 - the nature and scope of pricing (ms) factors affecting selling price (ms)
 - the psychological effects of pricing (ms) legal considerations of pricing (msup)
- Product/Service Planning
- Explain the classifications of consumer goods
- Explain the types of industrial goods
- Explain the concept of the product life cycle
- Identify the stages in the new-product development process
- Identify the stages of the rate of adoption of a product/ service Explain the concept of product mix (ms) Explain the roles of brands, brand names, and trademarks in a marketing strategy
- Explain the purpose of grades and standards (cs) Explain the purpose of warranties and guarantees (cs)
- Promotion
 - Explain the relationship of promotional strategy to the process of communication
 - Explain the concept of the promotional mix
 - List and discuss the major advertising media
 - Identify the principal methods of sales promotion
 - Explain how a company may utilize publicity and public relations to manage its image
 - Explain the role of personal selling in the promotional mix outline the steps in the personal selling process
- Product/service Distribution (Place)
- Explain the nature of channels of distribution (cs) Explain the concept of conflict and cooperation within the distribution channel
- Distinguish between an agent and a broker
- Identify the major types of merchant wholesalers Identify the functions performed by wholesalers Explain how

wholesaling intermediaries improve channel efficiency.

- Compare the major transportation alternatives
- Synthesize information to explain the marketing functions of product/service planning, pricing, distribution, and promotion.
- Explain the relationship between previous marketing approaches and marketing trends in the New Economy.
- Define marketing terms, concepts, models, and processes.
- Conduct research to demonstrate research skills using the Internet, textbook, and marketing periodicals.
- Compare, contrast or articulate a new point of view using critical thinking skills.
- Synthesize information to create appropriate business communication documents.
- Participate as part of a team to demonstrate skills in teamwork.
- Create a marketing plan for a business that demonstrates knowledge of material covered in class.

A student earning a “B” or better may earn college credit at the following college:

<u>College</u>	<u>Course</u>	<u>Credits</u>
Shoreline Community College	BUSAD 120	5
Bellevue College	MKTG 154	5