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BUS 125T.01: Principles of Marketing

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Course Number and Title: BUS 125T Principles of Marketing

Date Revised: Autumn 2004

Semester Credits: 3

Contact Hours: 48

Prerequisites: None

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Course Description: An overview of marketing activities including the consumer buying decision process, distribution channels, the planning process, and new marketing trends. Students learn how to introduce new products into the marketplace, target markets, and promote products through advertising and package design.

Course Objectives: To expose students to the many aspects of the marketing process. Students will apply the techniques used in product development, marketing, pricing, manufacturing, classifying and distributing exercises.

Course Outline:

I. Introduction to Marketing
   a) Types of markets
   b) Market segmentation

II. Consumer Buying Behavior
   a) Perception
   b) Process

III. Product Concepts
   a) Types of products
   b) Product life cycles

IV. Developing and Managing Products
   a) Phases of product development
   b) Product lifecycle management
V. Retailing  
   a) Types of retailers  
   b) Strategic issues  

VI. Wholesaling  
   a) Types of wholesalers  
   b) Facilitating agencies  

VII. Pricing Concepts  
   a) Pricing strategies  
   b) Setting prices  

VIII. Marketing Research and Information Systems