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Fall 9-2004

### BUS 125T.01: Principles of Marketing

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**The University of Montana – Missoula  
College of Technology**

**Course Syllabus**

**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