

MKT2000 : Principles of Marketing

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4 Credits

Marketing is involved with the task of ethically marketing products and services in a global environment. In order to survive in the contemporary business world, organizations have to continually bring new ideas and products/services to the market - think creatively, act entrepreneurially and utilize analytical rigor. The Principles of Marketing course will examine how marketers can recognize and utilize changes in the political, economic, social, and technological environments to identify and target opportunities; how to develop and communicate value propositions; and how to develop successful marketing strategies. These strategies will emphasize market analysis and the Four Ps (product, pricing, place, and promotion). Students will also be introduced to the analytical tools and methods crucial to understanding the role of these variables in achieving marketing goals and reaching performance metrics. This stream will also explore issues associated with: social media, marketing research and marketing analytics, buying behavior, market segmentation, branding, retailing, value-based pricing, advertising, sales, and other marketing topics as they are applied to the management of marketing goods and services. Methods of instruction will include lecture, discussion, experiential (involvement) learning, and integrative teaching.. Methods of assessment will include: quizzes, presentations, exams and participation. The material and the various methods of instructions are guided by Babson's learning goals.

Prerequisites: FME1000

Credits 4.00