

**Eastern WV Community & Technical College
Master Course Record Form**

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| Course Prefix and Number: MKT 260 |
| Course Title: Principles Marketing |
| Recommended Transcript Title: Principles of Marketing |
| Date Approved/Revised: November 3, 2006 |
| Credit Hours: 3 Contact hours per week (Based on 15 week term): Lecture: 3 Lab: |
| Prerequisite: Corequisite: Pre/Corequisite: |
| Grading Mode: Letter grade |
| Catalog Description: This course examines the development of the institution, channels of distribution, functions, federal regulations and economics of marketing. |
| Course Outcomes: <ol style="list-style-type: none"> 1. Explain Strategic Marketing and Its Environment 2. Describe Marketing Research and Target Markets 3. Explain Customer Behavior and E-Marketing 4. Explain Products and Price Decisions 5. Explain Distribution Decisions 6. Explain Promotion Decisions |
| Implementation Cycle: Fall |
| Role in College Curriculum: (Check all that apply) <input type="checkbox"/> General Education Core <input checked="" type="checkbox"/> Technical Core: BUS AAS <input checked="" type="checkbox"/> Restricted Elective: BUS CAS and BOS AAS (General Area of Emphasis) and BOS CAS <input checked="" type="checkbox"/> General Elective <input type="checkbox"/> Workforce Education <input type="checkbox"/> Other (Please specify) |
| Course Fee: None |
| Instructor's Qualifications: Master's degree in Business Management or master's degree with 18 graduate hours in business. |
| Expanded Course Description: Topics include strategic market planning, channels of distribution and logistics and customer relationship management. |

Prepared by: Seyed Mirkhani, Division Chair for Business, Computer and Information Technology / Reviewed by Shirley Murphy, Business Faculty - 11/10/2015

Name, Title

Date

Approved Per LOT Minutes

Dean, Academic and Student Services

Date