

COURSE OUTCOME MATRIX

COURSE SYLLABUS

PART 2 of 3

Course Number and Title	MK 270 – PRINCIPLES OF MARKETING
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Credit Hours	3
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Course Description	This course examines the development of the institution, channels of distribution, functions, federal regulations and economics of marketing.
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Prerequisite(s) and/or Corequisite(s)	
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Required Textbooks/References/Course Materials:

Essentials Of Marketing (Looseleaf)	16th	William Perreault	Mc Graw Hill	125992405x
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General Education Outcomes	
1	Utilize written and verbal language to discuss and comprehend information, incorporating a variety of technologies, such as text, data, and images (written language, verbal language, and information technology).
2	Identify and interpret relevant information in order to formulate an opinion or conclusion (critical thinking).
3	Demonstrate and communicate computational methods and mathematical reasoning in a variety of formats (using words, tables, graphs, mathematical equations, etc., as appropriate) (quantitative literacy and fluency).
4	Communicate in appropriate ways with those who are culturally diverse (intercultural competence).

Program Outcomes	
1	Students will apply critical-thinking, problem-solving, and decision-making skills required to function effectively in a business environment.
2	Students will demonstrate the ability to communicate effectively in diverse business situations.
3	Students will demonstrate an understanding of globalization and the impact of cultural, economic, regulatory, and social environments on businesses and organizations.
4	Students will apply core business concepts of the functional areas of business (accounting, economics, finance, management, and marketing) in evaluating business issues.
5	Students will demonstrate the knowledge and application of ethical concepts and behaviors in the workplace.
6	Students will evaluate, analyze, and interpret information using quantitative methods to make sound business decisions.

	Course Outcomes (CO)	Bloom's Domain for CO (C, A, P), Category, and Level	Program Outcome(s)	Written Language	Verbal Language	Information Technology	Critical Thinking	Quantitative Literacy and Fluency	Intercultural Competence
1	Describe the principles, practices, and concepts used in marketing.	C - UNDERSTAND (2)	1,2,4	2	0	0	1	0	0
2	Examine consumer behavior in relation to the buying process and marketing decisions.	C - UNDERSTAND (2)	1,4,6	0	0	0	2	1	0
3	Examine and describe the key elements of the marketing mix.	C - UNDERSTAND (2)	1,4,6	0	0	0	2	1	0
4	Apply basic marketing concepts to solve marketing challenges.	C – APPLYING (3)	1,4,6	0	0	0	2	1	0
5	Outline the marketing management and planning process.	C – REMEMBER (1)	1,2,4	2	0	0	1	0	0

Bloom's Domain Legend
C = Cognitive
A = Affective
P = Psychomotor

General Education Outcome Legend
2 = Included and Measurable
1 = Introduced and/or Minimally Addressed and Not Measurable
0 = Not included

Approved: May 2021
Reviewed: November 11, 2021