

**Western Dakota Technical Institute
800 Mickelson Drive
Rapid City, SD 57701**

Master Syllabus

Course Number: BUS 120
Course Name: Principles of Marketing
Credits: 3
Contact Hours: 3 Lecture

Course Description: This course will give students training in the study of the principles, methods, and problems of marketing. This includes markets, pricing, distribution, structure, products, and promotional activities.

Prerequisite: None

Textbook: <http://bookstore.wdt.edu>

Materials: Microsoft Word and PowerPoint, Laptop Computer

Student Learning Outcomes:

- Explain the importance of the marketing function in a business organization
- Prepare a Strategic Analysis
- Analyze consumer and business buying behaviors
- Construct a Marketing Plan for a new product or business

Assessment: Through the student learning outcomes, the following core abilities will be assessed: analytical skills, communication skills, technology skills, teamwork techniques, and employability.

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