



BAKER COLLEGE

STUDENT LEARNING OUTCOMES

MKT 1110 Principles of Marketing
3 Semester Hours

Student Learning Outcomes and Enabling Objectives

1. Examine how the Product Demand Life Cycle (PDLC) impacts marketing
 - a. Use tools to make marketing decisions
 - i. SWOT analysis
 - ii. PDLC matrix
 - iii. Boston Consulting Group (BCG) matrix
 - iv. Breakeven analysis
 - b. Explain the evolution of marketing
 - i. marketing eras
 - ii. Trends
 - iii. 4 Ps (marketing mix), now 4 Es (experience, everyplace, exchange, evangelism)
 - c. Discuss the importance of customer relationship management (CRM)
 - d. Explain the value of ethical decision making
 - e. Explain how marketing mix changes are impacted by the PDLC
 - f. Explain the importance of the supply chain for customer access to one's product/service
 - g. Discuss the role market segmentation/targeting play in the marketing decision process
 - h. Discuss different strategies for B2B and B2C marketing
2. Explain the importance of marketing planning to marketing stakeholders
 - a. Discuss the role ethics plays in marketing planning
 - b. Distinguish between the demand side and the supply side of marketing
 - c. Explain how the demand side and supply side affect the marketing mix
 - d. Explain the purpose of a marketing plan
 - e. Discuss the purpose of market research to the planning process
 - f. Explain the interrelatedness of the marketing mix with overall organizational planning
3. Explain how the marketing environment impacts marketing stakeholders
 - a. Explain how different environments impact marketing stakeholders
 - i. Economic environment
 - ii. Socio-cultural environment
 - iii. Technological environment
 - iv. Global environment
 - v. Competitive environment
 - b. Discuss the role government regulations play in marketing of goods and services
 - c. Discuss the role ethics plays when marketers interact with the marketing environment
4. Discuss how marketers can influence consumer behavior
 - a. Discuss the role of marketing in society
 - b. Explain ethical business practices when dealing with the consumer

- c. Discuss how value affects the purchasing decision
 - d. Explain how marketing affects behaviors in customers, organizations, governments, and businesses
 - e. Discuss the total customer experience and how it impacts customer satisfaction
 - f. Explain what it means to look at things from the customer's perspective (lens of the customer)
 - g. Explain what is meant by "perception = reality"
 - h. Discuss the role packaging plays in attracting the customer's attention
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Big Ideas and Essential Questions

Big Ideas

- Product Demand Life Cycle (PDLC)
- Marketing Planning
- Marketing Environment
- Consumer Behavior

Essential Questions

1. What is the purpose of marketing?
 2. What is the functional role of marketing within a firm?
 3. How does marketing make government, business, organizations, institutions, and individuals relevant in society?
 4. What role does the Product Demand Life Cycle (PDLC) play in marketing?
 5. How does marketing benefit society without taking advantage of society?
 6. How does marketing add value to all stakeholders?
 7. What is the future of marketing?
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These SLOs are approved for experiential credit.

Effective: Fall 2017