

Introduction to Marketing I

COURSE DESCRIPTION: Students find out what it takes to market a product or service in today's fast-paced business environment. They learn the fundamentals of marketing using real-world business examples. They learn about buyer behavior, marketing research principles, demand analysis, distribution, financing, pricing, and product management.

PREREQUISITES: None

COURSE LENGTH: One Semester

REQUIRED TEXT: None

MATERIALS LIST: None

COURSE OUTLINE:

Unit 1: Course Overview

- Start the Course
- Set Up Your Computer
- Set Up Browser and Install 7-Zip
- Find and Complete Coursework

Unit 2: Economics

- Economics Basics
- Capitalism and Competition
- Supply and Demand

Unit 3: Costs and Profit

- Business Costs
- Efficiency and Productivity
- Value and Utility

Unit 4: Money Management

- Money
- Banking

- Investing

Unit 5: Taxes and Credit

- Taxes
- Establishing Credit
- Borrowing and Lending

Unit 6: Business Finance

- Funding a Business
- Accounting
- Bookkeeping and Recording
- Risk Management

Unit 7: Business and Society

- Global Trade
- Government Agencies
- Business Law
- Business Ethics

Unit 8: Business Planning

- Business Opportunities
- Defining a Business
- Business Planning

Unit 9: Marketing

- Marketing Messages
- Market Information management
- Marketing Tools

Unit 10: Promotion

- Promotional Methods
- Advertising