

# Minnesota Articulated College Credit (ACC) Agreement

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**Agreement Name**                      **Principles of Marketing**

**Agreement Last Reviewed**    **Fall 2023**

**Next Review Date**                      **Fall 2025**

| College Courses |                         |                            |            |
|-----------------|-------------------------|----------------------------|------------|
| Class           | Title                   | School                     | Credits    |
| BUSN 2005       | Principles of Marketing | Hennepin Technical College | 1.0 of 4.0 |
| MSM 1101        | Strategic Marketing     | Ridgewater College         | 2.0 of 3.0 |
| MKT 1810        | Principles of Marketing | South Central College      | 2.0 of 3.0 |

## Curriculum Content Objectives

To receive credit, students will demonstrate proficiency in the following content objectives:

1. Explain & apply the marketing mix:
  - Product
  - Place (Distribution)
  - Price
  - Promotion
2. Explain marketing plan
3. Define product
4. Describe branding concepts
5. Describe packaging concepts
6. Examine marketing ethics
7. Define consumer vs. business goods classifications
8. Define marketing functions
9. Explain buyer decision-making process
10. Explain consumer market characteristics
11. Explain industrial market characteristics and goods classifications
12. Explain segmentation
13. Explain marketing concept
14. Explain psychological/sociological buyer influences
15. Identify and solve marketing problems
16. Determine sample selection procedures
17. Formulate data collection questions
18. Pre-test data collection question
19. Define market research process:
  - Define, locate and use primary data
  - Utilize data collection instrument
  - Utilize primary data collection methods
- Define, locate, and use secondary data
- Determine sample size
- Collect data
- Tabulate data
- Analyze data
- Interpret data
- Prepare recommendation report
20. Describe market research uses
21. Describe the market research planning process
22. Describe Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis
23. Define population
24. Define data collection methods
25. Determine data reliability
26. Determine data validity
27. Describe retailing function
28. Describe service/non-profit marketing
29. Describe wholesaling function
30. Explain distribution
31. Explain pricing role
32. Identify pricing methods
33. Explain product life cycle
34. Explain market pricing influences
35. Identify product marketing strategies
36. Describe international marketing
37. Explain Internet marketing/e-marketing
38. Define Target Market

## **Assessments**

Students must achieve no less than 80% or B for a final grade in the high school course to receive ACC.

## **ACC Concept**

Through Articulated College Credit (ACC), specific college curriculum content goals and assessments are embedded in participating high school career and technical education (CTE) programs as specified in this agreement. Relevant knowledge, skills, and standards are taught by qualified CTE high school instructor(s) in one or more high school courses. ACC is awarded if the student meets the college equivalency standards and later enrolls in the college(s) listed below requiring the course in a specific program.