

C - Small Curricular Revisions : Entry # 3612**Today's Date**

11/18/2025

Your Name

Cynthia Hanson

Your Email:chanson@highpoint.edu**Department Chair Name**

Cynthia Hanson

Email address of your department chairchanson@highpoint.edu

By checking below I am certifying that my department chair (named above) has seen and approved the courses that are included in this proposal.

Yes

Please select the appropriate school overseeing this proposal:

Business

Does this proposal correspond to a particular term?

no

Course Prefix, Number, & Name

MKT 2110 Principles of Marketing and Personal Selling

Does this course currently count towards Gen Ed curriculum?

No

Which category does this change fall under?

- Course name

Changes to course prefix, number, and/or name**Current course prefix, number, & name**

MKT 2110 Principles of Marketing and Personal Selling

Proposed new course prefix & number

n/a

Proposed new name

Principles of Marketing

Rationale for above changes

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Principles of Marketing is the standard title across most business schools and better reflects the content and the objectives (listed below).

Upon completion of this course the student should be able to:

- (1) Plan a marketing strategy utilizing a marketing mix of product, place, price, and promotion.
- (2) Segment a market in an attempt to reach those most likely to use a firm's products or services.
- (3) Research a market with regard to forecasting buyer acceptance, appraising territorial potential, estimating market size, and determining buyer characteristics.
- (4) Identify types of channels of distribution, objectives of channel members, factors affecting the directness of distribution, and be able to evaluate the effectiveness of channel systems.
- (5) Analyze the factors that affect the general price level; determine appropriate pricing policies for various marketing situations; calculate trade, cash, seasonal and quantity discounts.
- (6) Be familiar with the interrelationships of the communication process, the adoption process, the adopter groups, and the product life cycle when developing a promotional strategy.
- (7) Evaluate marketing as a business operation (micro-marketing) and as a social process directing an economy's flow of goods and services (macro-marketing).
- (8) Explain some of the major considerations present in international marketing.
- (9) Identify the ethical considerations in marketing and be able to define the moral implications of marketing decisions.

Does this change affect any other departments, schools, or programs besides your own? If so, please describe your consultation process with affected parties in the box below.

n/a

Dean Review

[DEAN] I approve/deny this proposal

Approve

Today's Date

23-11-2025

Name of Dean (if this is being reviewed by multiple deans, please indicate who approved it first here)

Daniel Hall

Comments

I support Dr. Hanson's rationale for simplifying the course title to Principles of Marketing.