PRINCIPLES OF MARKETING
ARTICULATION

Pierce County Careers Connection
Dual Credit Articulation Agreement

Upon completion of a full year of high school or equivalent to the following competencies:

☐	Demonstrate an understanding of what marketing is, what constitutes a marketing plan, and an understanding of the marketing concept.
	Conduct research to develop a marketing strategy. The research will consider such issues as demand, competition, environmental climate, resources, distribution factors, ethical standards, and political and legal restraints.
	Develop a written marketing plan, as a result of research, that employs an effective and viable marketing plan.
	Describe, explain and present the marketing strategy.
	Prepare a written critique of the marketing plan that identifies strengths as well as opportunities for improvement.

A student earning a "C" grade or better may earn college credit at the following college:

College	Course	Credits
Pierce College	MNGT 282 (CIP Code: 52.1401)	5

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