MKTG1001 Study Notes (Weeks 1–5)

# Week 1: Introduction to Marketing

Marketing is the process of creating value for customers and building strong customer relationships in order to capture value from customers in return...

# Week 2: Strategic Marketing Planning

Strategic planning involves aligning a company’s strengths with market opportunities through tools like SWOT analysis and the BCG Matrix...

# Week 3: Analyzing the Marketing Environment

Marketing environments include micro and macro factors such as competition, regulation, technology, and socio-cultural trends...

# Week 4: Consumer Behaviour

Understanding how consumers recognize needs, evaluate alternatives, and decide to purchase is central to marketing...

# Week 5: Segmentation, Targeting & Positioning (STP)

STP involves dividing the market, selecting target segments, and positioning the brand effectively to meet customer needs...