



## **MASENO UNIVERSITY**

### **COURSE OUTLINE**

**COURSE CODE:** BMM 101

**ACADEMIC YEAR:** 2025/2026

**COURSE TITLE:** ELEMENTS OF MARKETING

**PROGRAMME:** BSC. MARKETING MANAGEMENT

**DEPARTMENT:** BUSINESS ADMINISTRATION

**FACULTY / SCHOOL:** BUSINESS AND ECONOMICS

**Lecturer's Name:** Prof. Fredrick O. Aila

**Lecturer's Contacts:**

**Telephone No.** - 0722314565

**Email address:** - faila@maseno.ac.ke

**No. of Units / Contact Hours:** 40 hours

Signed by Course Lecturer: .....

Confirmed by Head of Department: .....

<b>COURSE CODE:</b> BMM 101	<b>COURSE TITLE:</b> ELEMENTS OF MARKETING
<b>Pre-requisite:</b> YES	<b>Contact Hours:</b> 40 HOURS
<b>Year of Study:</b> ONE	<b>Semester / Term:</b> ONE
<p><b>Purpose of the Course:</b> The purpose of this course is to introduce the learners to the marketing concepts, principles and practices</p> <p><b>Expected Learning Outcomes:</b> By the end of the course the learner should be able to:</p> <p>Demonstrate the nature, functions, importance and scope of marketing.</p> <ul style="list-style-type: none"> <li>i. Explain the framework for the contemporary marketing environment.</li> <li>i. Discuss the consumer behaviour and its implication for marketing management.</li> <li>i. Describe the marketing mix components and application to marketing products</li> <li>y. Discuss the strategies of services in an enterprise.</li> <li>y. Appreciate the concept of service marketing and its implication in</li> </ul>	
<p><b>Course Content / Topics:</b></p> <p><b>1.INTRODUCTION</b></p> <p><b>Meaning, definition of marketing</b></p> <ul style="list-style-type: none"> <li>- Nature of marketing</li> <li>- rationale/ functions of marketing</li> <li>- importance of marketing</li> <li>- scope of marketing</li> <li>- Forms/ types of marketing</li> </ul> <p><b>2.THE MARKETING CONCEPT (PHILOSOPHIES)</b></p> <ul style="list-style-type: none"> <li>- Production</li> <li>- Product</li> <li>- Selling</li> <li>- Marketing</li> <li>- Societal</li> <li>- Relationship</li> <li>- Social media marketing</li> </ul> <p><b>3.THE MARKETING ENVIRONMENT</b></p> <ul style="list-style-type: none"> <li>- Meaning</li> <li>- Micro marketing environment</li> <li>- Macro marketing environment</li> <li>- Meso marketing environment (CAT 1)</li> </ul> <p><b>4.THE MARKETING MIX CONCEPT</b></p> <ul style="list-style-type: none"> <li>- Origin</li> <li>- Components (tangible and intangible products)</li> <li>- Importance of marketing mix</li> <li>- Product, prices, promotion and distribution.</li> </ul> <p><b>5.MARKETING OF SERVICES</b></p> <ul style="list-style-type: none"> <li>- Meaning</li> <li>- Scope</li> </ul>	

- Unique characteristics of service products
- Counter strategies
- Service mix

## 6. CONSUMER BEHAVIOR

- Meaning and types of consumers
- Rationale for understanding the consumer behavior
- Types of consumers
- Purchase decision process
- Factors that influence consumer purchase behavior-(CAT 2)
- Consumerism

## 7. EMERGING ISSUES IN MARKETING

- globalization
- Environmentalism
- technology etc

**Mode of Delivery:** A mixture of lectures, class discussions/ presentations, case studies and class exercises shall be used. It is expected that each candidate will actively participate in the discussions, presentation/case studies, hand in assignments in time and promptly attend to other requirements of the course.

**Instructional Materials and Equipment:** Laptops, projectors, white boards, white board markers, Course material

### Course Assessment:

Continuous Assessment Tests 30%  
Final Written Examination 70%  
Pass Mark 40%

### Core References:

1. Kagira, E.K & Kimani, S.W (2010): Marketing Principles and Practices: An African Perspective, 2<sup>nd</sup> Ed., Mashel publishers, Nairobi.
2. Kibera F. N. Waruingi B.C: (1988): Fundamentals of Marketing: An African Perspective: Nairobi, Kenya Literature Bureau.
3. Kotler, P & Armstrong, Gary (2012) "Principles of Marketing", 14th ed, Pearson, Boston
4. Kotler P. (1994) Principles of Marketing, New Delhi Prentice Hall, Inc

### Recommended Reference Materials:

1. Sheth J. Impact of Emerging Markets on Marketing: Rethinking Existing Perspectives and Practices (2011) Journal of Marketing, Vol. 75, p. 166-182.
2. International Journal of Marketing Management
3. Principles of eMarketing by Otilia Otlacan. Prieiga per internetą: <http://www.slideshare.net/SteveRaybould/e-marketing-mix-1757843>
4. Portal of marketing articles: <http://www.seo-marketing.lt/>

## 2.0 LECTURE SCHEDULE (HRS)

WEEK ONE TOPIC: .....

Sub Topic	Hrs.	Course Text	Readings	Practicum / Lab Practicals	Assignment (s)	Comments (by Lecturer)
<b>WEEK ONE TOPIC- INTRODUCTION: -Meaning, definition of marketing</b>						
-Nature of marketing -rationale/ functions of marketing -importance of marketing -scope of marketing -Forms/ types of marketing	4 HR	Marketing Principles and Practices: An African Perspective	Class Notes and core references	N/A	What is the scope of marketing?	
<b>WEEK TWO TOPIC- THE MARKETING CONCEPT (PHILOSOPHIES)</b>						
-Production -Product -Selling -Marketing -Societal -Relationship -Social media marketing	4 HR	Marketing Principles and Practices: An African Perspective	Class Notes and core references	N/A	Explain the evolution of marketing philosophies	
<b>WEEK THREE TOPIC- THE MARKETING ENVIRONMENT</b>						
-Meaning -Micro marketing environment -Macro marketing environment -Meso marketing environment	4 HR	Fundamentals of Marketing: An African Perspective	Class Notes and core references	N/A	Reflect on marketing environments for various sectors of the economy	
<b>WEEK FOUR TOPIC- THE MARKETING MIX CONCEPT-Part 1</b>						
-Origin -Components (tangible and intangible products) -Importance of marketing mix	4 HR	Principles of Marketing", 14th ed	Class Notes and core references	N/A	Evaluate the importance of the marketing mix concept	
<b>WEEK FIVE TOPIC- THE MARKETING MIX CONCEPT-Part 2</b>						
-Product -Price -Promotion -Place/Distribution	4 HR	Fundamentals of Marketing: An African Perspective	Class Notes and core references	N/A	Explain marketing decisions for each of the mix elements	

<b>WEEK SIX TOPIC- MARKETING OF SERVICES</b>						
-Meaning and Scope -Unique characteristics of service products -Counter strategies -Service mix	4 HR	Principles of Marketing”, 14th ed	Class Notes and core references	N/A	Explain the service quality gap analysis	
<b>WEEK SEVEN TOPIC- CONSUMER BEHAVIOR-Part 1</b>						
-Meaning and types of consumers -Rationale for understanding the consumer behavior -Types of consumers -Purchase decision process	4HR	Fundamentals of Marketing: An African Perspective	Class Notes and core references	N/A	Evaluate purchase decision making process for various products	
<b>WEEK EIGHT TOPIC- CONSUMER BEHAVIOR-Part 2</b>						
-Factors that influence consumer purchase behavior) -Consumerism	4HR	Fundamentals of Marketing: An African Perspective	Class Notes and core references	N/A	Discuss consumerism principles	
<b>WEEK NINE TOPIC- EMERGING ISSUES IN MARKETING</b>						
-globalization Environmentalism -technology etc	4HR	Principles of Marketing”, 14th ed	Class Notes and core references	N/A	Discuss emerging issues in marketing	
<b>WEEK EIGHT TOPIC- COURSE REVISION</b>						
-Course Topic Revision and Discussion	4HR	All Reference materials	Class Notes and core references	N/A		

**End of Course Remarks / Signatures:**

Course Lecturer:

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Head of Department:

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