



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:

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No. of Units / Contact Hours: 40 hours

Signed by Course Lecturer:

Confirmed by Head of Department:

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

- 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:

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

Recommended Reference Materials:

- i. Sheth J. Impact of Emerging Markets on Marketing: Rethinking Existing Perspectives and Practices (2011) Journal of Marketing, Vol. 75, p. 166-182.
- i. International Journal of Marketing Management
- i. Principles of eMarketing by Otilia Otlacan. Prieiga per internetą: <http://www.slideshare.net/SteveRaybould/e-marketing-mix-1757843>
- i. 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)
WEEK ONE TOPIC- INTRODUCTION: -Meaning, definition of marketing						
-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?	
WEEK TWO TOPIC- THE MARKETING CONCEPT (PHILOSOPHIES)						
-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	
WEEK THREE TOPIC- THE MARKETING ENVIRONMENT						
-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	
WEEK FOUR TOPIC- THE MARKETING MIX CONCEPT-Part 1						
-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	
WEEK FIVE TOPIC- THE MARKETING MIX CONCEPT-Part 2						
-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	

WEEK SIX TOPIC- MARKETING OF SERVICES						
-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	
WEEK SEVEN TOPIC- CONSUMER BEHAVIOR-Part 1						
-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	
WEEK EIGHT TOPIC- CONSUMER BEHAVIOR-Part 2						
-Factors that influence consumer purchase behavior) -Consumerism	4HR	Fundamentals of Marketing: An African Perspective	Class Notes and core references	N/A	Discuss consumerism principles	
WEEK NINE TOPIC- EMERGING ISSUES IN MARKETING						
-globalization Environmentalism -technology etc	4HR	Principles of Marketing", 14th ed	Class Notes and core references	N/A	Discuss emerging issues in marketing	
WEEK EIGHT TOPIC- COURSE REVISION						
-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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