

DEPARTMENT OF MANAGEMENT

COURSE TITLE: PRINCIPLES OF MARKETING

BBM1202: PRINCIPLES OF MARKETING

Purpose: To provide a student with knowledge of marketing in business promotion

Course Objectives: By the end of the course unit the student will be able to:-

- Introduce the marketing concept and their applications to organizations
- Provide with a framework for understanding the contemporary marketing environment
- Prove with a comprehensive and innovative, managerial and practical introduction to marketing

Course Content:

- Overview of Marketing; marketing philosophies, marketing information systems (research and marketing intelligence)
- The Marketing Environment; consumer behaviour, marketing segmentation, market targeting, market positioning, product decisions, marketing mix of services
- Marketing Mix
- Channels of distribution
- Advertising
- Personal Selling
- Sales Promotion

Teaching / Learning Methodologies: Lectures and tutorials; group discussion; demonstration; Individual assignment; Case studies

Instructional Materials and Equipment: Projector; test books; design catalogues; computer laboratory; design software; simulators

Recommended Text Books:

- Kotler Philip and Gary Armstrong, (2003), *Principles of Marketing*, (7th Edition) Prentice Hall of India

Text Books for further Reading:

- Stanton (1994), *Fundamentals of Marketing*, (10th Edition), Singapore; Prentice Hall Inc

Other support materials: Various applicable manuals and journals; variety of electronic information resources as prescribed by the lecturer

Purpose: The purpose of this course is to provide a student with knowledge of marketing in business promotion

The course objectives: by the end of the course unit the student will be able to:

- Introduce the marketing concepts and their applications to organizations
- Provide with a framework for understanding the contemporary marketing environment
- Understand the marketing strategy, the elements of marketing analysis and marketing mix
- Prove with a comprehensive and innovative , managerial and practical introduction to marketing

Course outline

1. Overview of marketing: Defining marketing; core marketing concepts- needs, wants, demands, customer value, customer satisfaction and quality, exchanges, transaction
2. Marketing management philosophies : The production concept, the product concept, the selling concept, the marketing concept, the societal marketing concept
3. Marketing information systems(MIS): Functions – information retrieval system, reporting system, classification, measurement and analysis, decision models; sources of competitive information: internal data – from departments ; marketing intelligence- systematic collection and analysis of publicly available information; marketing research- the marketing research process: defining problem and objectives, developing the research plan, gathering data, implementing the research plan
4. Marketing environment : Actors and forces affecting marketing management; Macro environment: demographic forces, economic forces, natural forces, technological forces, political forces, cultural forces; Microenvironment: the company, suppliers, marketing intermediaries, customers, competitors, publics
5. Consumer Behavior : defining consumer behavior; factors influencing consumer behavior: cultural, social, personal, psychological; buyer decision process: need recognition, information search, evaluation of alternatives, purchase, post purchase behavior; buyer decision process for new products – stages in adoption process; relative time of adoption of innovation;
Marketing strategy : Defining market segmentation; targeting and positioning; major segmentation variables: geographic, demographic, psychographic, behavioral; requirements for effective segmentation: accessible , substantial , differentiable, actionable, measurable; target market- buyers sharing common needs or characteristics ; target market strategies: undifferentiated marketing, segmented marketing, concentrated marketing, positioning – the way the product is defined by consumers on important attributes; positioning strategy; product decisions
6. Marketing mix: Product, price, promotion, place
Product: concepts of product and services; levels of product, services; product and service classifications; product and services decisions, branding, branding strategic decisions
Services marketing: marketing mix of services- the 8 Ps of services marketing: the 4 Ps plus people, process, physical environment, productivity and quality; characteristics, marketing strategies for service firms
New product development – major stages in new product development; product life cycle characteristics, objectives and strategies; the adoption and diffusion process
Price: considerations in pricing - perceptions of value, value- based pricing, cost-based pricing; internal factors; market-skimming pricing, marketing- penetrating strategies; product mix pricing strategies, price adjustment strategies
Place: distribution channels, channel levels; consumer marketing channel, business marketing channel

Promotion: promotion mix (marketing communication mix): advertising, sales promotion, public relations, personal selling, direct marketing; promotion mix strategies
Advertising: major advertising decisions, advertising strategy – creating advertising messages, selecting advertising media; major media types
Public relations: functions, tools
Personal selling: nature of personal selling; sales force strategy, sales force structure, major steps in sales force management; the personal selling process- major steps in effective selling
Sales promotion: sales promotion objectives, major sales promotion tools
Direct marketing: forms of direct marketing – online marketing, telemarketing, direct-response television marketing, new digital direct marketing, direct-mail marketing, face-to-face marketing, catalog marketing, kiosk marketing

Teaching/learning Methods: lectures, group discussion, individual assignments, case studies

Recommended Text Book:

Kotler, P., Gary A. (2001). Principles of Marketing. 12th ed. New Jersey: Prentice- Hall, Inc., Upper Saddle River

Books recommended for further reading:

Jobber, D., John Fahy. (2006). Fundamentals of Marketing. 2nd ed. UK: McGraw –Hill companies

Peter, J., Donney, Jr. (2007). Marketing Management: Knowledge, and Skills .8th ed. New York: McGraw-Hill/Irwin

Lovelock, C., Jochen Wirtz, Jayanta Chatterjee. (2004). Services Marketing: A South Asian perspective. 5th ed. India: Dorling Kindersley Pvt Ltd

Paul Fifield. (2009). Marketing Strategy. 3rd ed. India: Butterworth- Heinemann, An imprint of Elsevier

Schiffman, L., Leslie, L. (2000). Consumer Behavior. 7th ed. New Jersey: Prentice – Hall Inc., Upper Saddle River

Stanton. (2004). Fundamentals of Marketing. 10th ed. Singapore: Prentice – Hall Inc.