

# MKT3130 Principles of Marketing

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**Code**

MKT3130

**Title**

Principles of Marketing

**Prerequisites**

none

**Credits**

3

**Description**

In today's a globally competitive business world, marketing is a dynamic and an exciting field, viewed as central to creating and delivering value both to a private or public organization and to the final customers. Therefore, a broad and in-depth understanding of marketing is required for any potential business students to survive at the competitive arena. This course will be introduced to ensure that the student understands the major concepts and theories, reflecting the breadth and diversity of marketing. It concentrates on customer responses to a variety of marketing decisions (product mixes, pricing, distribution channels, promotions, etc.) undertaken by profit and non-profit organizations to create, develop, defend, and sometimes eliminate, product markets. While this course heavily relies on theory, practical application of the marketing concepts to "real world" environments is also essential through a group project. Specific topics of this study include: marketing processes and planning; product decisions; marketing mix; market segmentation, positioning and product differentiation; new product development; branding strategies; the changing global marketing; and customer database management.

**Objectives**

The course approaches marketing from theoretical and practical points of view with the aim of explaining the generic role of the marketing function in both manufacturing and service organizations. It uses a value based approach that is essential in practice in order to overcome the business constraints and to solve real life business problems.

**Outcomes**

The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items.

**Assessment**

60 % -first and second assessments

40 % -final assessment

**Tentative course outline****Week1**

Chapter 1

**Week2**

Chapter 2

**Week3**

Chapter 3, 4

**Week4**

Chapter 5, 6

**Week5**

Chapter 7

**Week6**

Chapter 8

**Week7**

Chapter 9

**Week8**

Chapter 9, 10

**Week9**

Chapter 10, 11

**Week10**

Chapter 12

**Week11**

Chapter 14

**Week12**

Chapter 17

**Week13**

Chapter 19

**Week14**

Group Presentations

**Week15**

Group presentations & Course Review Final Exam