

MKT3130 Principles of Marketing

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