

COURSE OUTLINE

Year: **2006/2007**

LEVEL: I, TERM 1

NAME OF THE SUBJECT: Principles of Marketing

NO. CREDITS: 4

NAME OF THE TEACHER: Stephen Campbell

SHORT CV OF THE TEACHER: Teaching at ESEI for 4 years Stephen's main areas of interest include sports marketing and the trends impacting marketing in the 21st Century.

SEMESTER 1

COURSE DESCRIPTION: This course provides students with an introduction to the role of marketing and the principles and problems involved in developing marketing concepts. Students will learn about many of the trends affecting the marketing and function and will analyse the role the consumer plays in marketing

COURSE OBJECTIVE: At the end of the first semester students should have a good understanding of the trends in marketing as well as the role market research, segmentation and consumer buying behaviour plays in the marketing concept

COURSE STRUCTURE: The course will consist of a mixture of lectures, reading at home from the reader provided at the start of the year and extensive classroom discussions. Videos will also be used to demonstrate marketing in action

SYLLABUS

| SEMESTER 1 | | | |
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| | | | CLASS SUBJECT |
| 12 Sept -15 Sept | Enrolment / Orientation / Registration Week | Wk 1 | Distribution of Reader to new Students |
| 18 Sept -22 Sept | Teaching Week 1 | Wk 2 | Introduction to the Marketing Concept |
| 25 Oct -29 Oct | Teaching Week 2 | Wk 3 | Marketing in the 21 st Century: Delighting the Customer |
| 02 Oct -06 Oct | Teaching Week 3 | Wk 4 | The Marketing Environment |
| 09 Oct -11 Oct | Teaching Week 4 12 Oct, 13 Oct Bank Holiday | Wk 5 | The Marketing Environment |
| 16 Oct -20 Oct | Teaching Week 5 | Wk 6 | Market Research |
| 23 Oct -27 Oct | Teaching Week 6 | Wk 7 | Market Research |
| 30 Oct -03 Nov | Teaching Week 7 01 Nov Bank Holiday | Wk 8 | Market Segmentation |
| 06 Nov -10 Nov | Teaching Week 8 | Wk 9 | Market Segmentation & Positioning |
| 13Nov -17 Nov | Teaching Week 9 | Wk 10 | Understanding Consumer Behaviour |
| 20 Nov -24 Nov | Teaching Week 10 | Wk 11 | Understanding Consumer Behaviour |
| 27 Nov -01 Dec | Teaching Week 11 | Wk 12 | Course Review and Makeup Class |
| 04 Dec -08 Dec | Teaching Week 12 06 Dec – 08 Dec Bank Holiday | Wk 13 | Examination Preparation |
| 11 Dec –15 Dec | EXAMS | Wk 14 | Examination: 2 hours |
| | TOTAL HOURS | | |

A Reader will be provided at the beginning of each term for students to follow. Case studies will be posted on the ESEI Intranet when required.