

COURSE SYLLABUS

COURSE TITLE:	PRINCIPLES OF MARKETING	COURSE CODE:	MKTG210
PREREQUISITES:	None	SEMESTER:	SPRING 2017
INSTRUCTOR:	Mr Baber MIRZA	CREDITS:	3
EMAIL:	bmirza@groupe-igs.fr	SCHEDULE:	Thursdays 11h30-14h30

NOTE: CLASSES HELD AT EAUBONNE CAMPUS – GET DIRECTIONS & TRAVEL INSTRUCTIONS

COURSE DESCRIPTION:

Welcome onboard to your first lesson in management and a subject infused with stories of success and failures of various organizations relative to marketing their product and services. Marketing is a subject that has transcended from practice to theory unlike other subjects which go from theoretical analysis to market practices. Marketing requires you to be an artist and a scientist. You have to be creative and yet conform to the realities of economics, finance, sociology, and also strategy. Marketing, in essence, is all about bringing value and an experience to the customer base and also, getting return on that value through feedback and profitable customer relationships. This course will require you to be attentive and professional. But above all, I expect all of you to participate and be creative. If you make mistakes, I will be here to guide you to a better understanding of the subject matter. Don't be afraid to speak your mind. I will make sure that you will have a memorable and pleasant experience learning marketing concepts. Good luck.

Course Description: An introduction to the basic concepts and practices of modern marketing: what is marketing and how is marketing done; the marketing environment; segmentation and targeting; positioning; the 4 Ps of the marketing mix (product, price, promotion, place).

COURSE OBJECTIVES:

- To familiarize you with the elements of the marketing mix.
- To increase your awareness of the strategic decisions behind today's top brands.
- To engage the students with the concept of The Five Major Value Themes:
 1. Creating value for customers in order to capture value from customers in return.
 2. Building and managing strong, value creating brands.

Learning Objectives:

- Marketing is all about creating customer value and building profitable customer relationships
- Develop a compelling value proposition.
- Understand that marketing is a philosophy that guides the entire organization.

In addition to the above, students will develop and understanding of: -

- **Consumer behavior and psychology:** consumer motivation and decision process
- **Power of Branding:** traditional bases of market segmentation and how it aids marketing strategy.
- **Marketing strategy:** corporate objectives, competitor analysis and competitive strategy.

Presence in class is mandatory. More than 2 absences will lead to a failing grade.

EXPECTED LEARNING OUTCOMES:

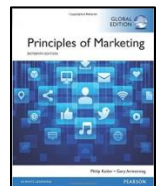
Upon completion of this course students should be able to:

- To be clearly define Marketing in its proper context with regards to customer relationship building and profit making
- To be able to assess the external marketing environment of any given company
- To be able to analyze the behavior of the consumer mind set with respect to their choices, attitudes and interests
- To be able to build a capable strategy for marketing of any product or service and create a professional action plan from it

MANDATORY TEXTBOOK:

Principles of Marketing: by Philip Kotler 15th Global Edition. ISBN-13: 978-1292092485

(You can use the older version provided it is not the EUROPEAN edition.) Having the book is imperative in any form (EBook, Online version, or Physical copy). All exams, tests, and case studies are graded as per the topics used in the textbook.



EVALUATIONS:

The final grade will be determined as follows:

Particulars	Grade
*Regular Class Participation and Input – Reading of material	10%
Class Tests	20%
Mid terms	20%
Case Studies and Assignments	20%
Final Exam	30%

Class Rules (That also has consequences on your grading): The class environment is a sacred place where individuals seek to correct their mistakes, gain insights, and engage in critical analysis and discussion. Please ensure that you have your cellphones on silent and they should not be visible. If you arrive 10 minutes after the class starting time, you will be marked late. Class breaks are for 10 minutes. Coming after the break time will lead you to get another late. 2 “late” leads to 1 “absence”. The first 10 minutes are reserved to discuss problems regarding the course material.

- Lateness (tardiness, more than 2 late arrivals, will not be tolerated.)
- Attendance (absences without valid reason will reflect poorly on your performance)
- Late assignments (penalty will cause reduction in marks due to lateness or no marks will be awarded)
- Quizzes (no make-up quizzes unless there is a valid reason for absence)
- Class Order (No gossiping – be part of the class and discussion)
- Cell Phones and gadgets (Off and in your pockets, laptops and tablets only to be used if allowed)
- Textbooks (Required at all time in class)

The final grade will be determined as follows:

INTENDED LEARNING OUTCOMES	SUPERIOR PERFORMANCE	SUFFICIENT PERFORMANCE	WEAK PERFORMANCE	INSUFFICIENT PERFORMANCE
Demonstration of the understanding of marketing and customer relationship building	Will demonstrate excellent understanding of marketing & customer relationship building	Will demonstrate good understanding of marketing & customer relationship building	Will demonstrate some understanding of marketing & customer relationship building	Will demonstrate little or no understanding of marketing & customer relationship building.
Ability to explain the aspects and process of consumer behavior.	Aspects and process of consumer behavior well explained.	Aspects and process of consumer behavior taken into consideration.	Aspects and process of consumer behavior are addressed.	Aspects and process of consumer behavior not addressed.
Ability to describe the macro and micro environment.	Excellent description of the macro and micro environment.	Very good description of the macro and micro environment	Some description of the macro and micro environment	Very little or no description of the macro and micro environment.
Application of key marketing concepts in developing a sound marketing plan.	Excellent demonstration of developing of a sound and professional marketing plan.	Good demonstration of developing of a sound marketing plan.	Some factors are used for developing marketing plan.	Very little demonstration marketing plan that corresponds to the material thought.

COURSE SCHEDULE:

Dates	Session Content
Session 1 2-FEB	Marketing: Creating and Capturing Customer Value: Define marketing and outline the steps in the marketing process. Explain the importance of understanding customer and the marketplace and identify the five core marketplace concepts. Company and Marketing Strategy: Discuss how to design business portfolios and develop growth strategies. Explain marketing's role in strategic planning and how marketing works with its partners to create and deliver customer value.
Session 2 9-FEB	Analyzing the Marketing Environment: Describe the environmental forces that affect the company's ability to serve its customers. Explain how changes in the demographic, economical, technological, political, and cultural environments affect marketing decision and how companies should react to these changes.
Session 3 16-FEB	Consumer Markets and Consumer Buyer Behavior: Define the consumer market, the model of consumer buying behavior, and the major factors that influence buyer behavior.
Session 4 23-FEB	Customer-Driven Marketing Strategy: Define the major steps in designing a customer-driven marketing strategy (market segmentation, targeting, differentiation, and positioning).
Session 5 2-MAR	Marketing Strategy – An extensive look at the warfare strategies applied to marketing concepts. Materials can be found online on Wikipedia. Material is based on Al Ries and Jack Trout's book.
Session 6 9-MAR	Mid Term (1 hour only) Products, Services, and Brands: Define product and their major classifications. Describe the decisions companies make regarding their products, product lines, and product mix.
Session 7 16-MAR	Products, Services, and Brands continued
Session 8 30-MAR	New Product Development and PLC Strategies: Explain how companies find and develop new ideas. Define the steps in new product development process.
Session 9 6-APR	Choosing your pricing policy Part 1 and 2 These 2 modules will be reviewed by the students online followed by an exercise.
Session 10 13-APR	Distribution and Promotion: These 2 modules will be reviewed by the students online followed by an exercise.
Session 11 20-APR	The Global Marketplace: Discuss how the international trade system, and PEST environment affects a company's international marketing decision. Explain how

	<p>companies adapt their marketing mixes for international market.</p> <p>Sustainable Marketing: Define sustainable marketing and discuss its importance. Identify the major social criticism of marketing.</p>
<p>Session 12 27-APR</p>	<p>The Marketing Plan: Appendix A from course book. A class assignment on how to prepare a real marketing plan.</p>

Final Exams will be scheduled by the administration and will be posted by 31 March 2017. The last day of the semester is 12 May 2017. DO NOT PLAN ANY TRAVEL BEFORE THIS DATE AS THERE ARE NO MAKE-UP EXAMS.