

**SEMESTER:**

**MKT 3010D :**

**PRINCIPLES OF MARKETING  
COURSE SYLLABUS**

:

**CREDITS:**

**3 UNITS**

### **COURSE DESCRIPTION**

An introduction to the study of the marketing function in the business enterprise. A study is made of market segmentation and the creation of market demand to serve profitably the needs of customers. The key elements in marketing strategy are studies – product planning and promotion – with customers and competitors as dominant reference points.

**Pre-requisite: BUS 1010**

### **COURSE OBJECTIVES**

The objective of this course is to equip the student with knowledge and skills that will enable him/her to interpret and provide solutions to marketing problems.

At the end of this course the student should be able to:

- Explain the importance of marketing in value creation.
- Explain the environment in which marketing organizations operate.
- Analyse the basis for segmenting a market.
- Analyse the components of the marketing mix and apply the components in making marketing decisions.

### **COURSE CONTENT**

#### **WEEK 1 : Marketing Overview:- Chap. 1 (pgs 1 – 27)**

##### **Objectives**

At the end of this session the student should be able to:

- i. Define marketing.
- ii. Describe the components of marketing.
- iii. Explain the importance of marketing.
- iv. Explain marketing management philosophies.
- v. Describe the evolution of marketing.
  - Meaning of marketing.
  - Components of marketing.
  - Importance of marketing.
  - Marketing management philosophies/Evolution of marketing.

##### **Discussion Questions**

- i. Differentiate between marketing concept and selling concept.
- ii. Describe the stages of marketing evolution process.

#### **WEEK 2: Marketing Environment:- Chap 2 (pgs 28 – 49)**

### **Objectives**

At the end of the session the students should be able to:

- i. Identify the components of the Marketing Environment.
- ii. Evaluate the impact of macro and micro environment in an organization.

Components of marketing environment:

- Macro-environment
- Micro-environment

### **WEEK 3 & 4: Consumer Behavior:- Chap 5, 6 (pgs 103 – 155)**

### **Objectives**

At the end of the session students should be able to:

- i. Explain the importance of consumer behavior.
- ii. Explain the factors that affect consumer behavior.
- iii. Explain the consumer decision making process.
  - The meaning and importance of consumer behavior
  - Internal factors influencing consumer behavior
  - External forces influencing consumer behavior
  - Consumer decision process

### **Discussion Question**

Discuss the extent of which each of the following factors influence consumer behavior:

- a. Cultural factors
- b. Psychological factors

### **WEEK 5: Marketing Segmentation: Chap 7 (pgs 156 – 189)**

### **Objectives**

At the end of this session the student should be able to:

- i. Define market segmentation.
- ii. Explain the importance of market segmentation.
- iii. Describe the market segmentation process.
- iv. Identify the basis of segmenting both consumer and industrial markets.
  - Meaning of market segmentation.
  - Importance of market segmentation.
  - Market segmentation process.
  - Basis for segmenting both consumer and industrial markets.

### **Discussion question**

Discuss the demographic and behavioral basis of segmenting consumer markets.

### **WEEK 6 & 7: Product Decisions: Chap 8, 9 & 10 (pgs 190 – 270)**

### **Objectives**

- i. Define a product.
- ii. Identify product features.
- iii. Describe the core, tangible and augmented product.
- iv. Classify products into different categories.
- v. Make branding decisions.
- vi. Describe the new product development process.
- vii. Illustrate the product life cycle and explain its importance to the organization

- Product features
- Product classification
- Branding decisions
- New product development
- Product life cycle

## **MID-SEMESTER EXAMINATION**

### **WEEK 8 & 9: Promotional Decisions: Chap 16, 17 & 18 (pgs 438 – 510)**

#### **Objectives**

At the end of the session the students should be able to:

- i. Define promotion.
- ii. Identify the elements of promotional mix
- iii. Discuss each of the elements in promotional mix
  - Meaning of promotion.
  - Elements of promotional mix.
  - Advertising.
  - Personal selling.
  - Sales promotion.
  - Publicity.

#### **Discussion question**

- i. Discuss the factors that a market should consider when selecting the media to advertise his/her products.
- ii. Differentiate publicity from advertising.

### **WEEK 10 & 11: Pricing Decisions: Chap 11 & 12 (pgs 271 – 337)**

#### **Objectives**

At the end of the session students should be able to:

- i. Define price.
- ii. Explain the importance of price.
- iii. Identify the pricing strategies and policies.
- iv. Use different pricing methods to determine price.
  - Meaning of price.
  - Importance of price.
  - Pricing strategies and policies.
  - Pricing methods.

### **WEEK 12: Distribution Decisions: Chap 13 & 15 (pgs 341 – 435)**

#### **Objectives**

At the end of the session students should be able to:

- i. Define channels of distribution.
- ii. Describe the different types of distribution channels.
- iii. Identify the Factors to be considered when selecting channels of distribution.

#### **Discussion questions**

Which factors may influence a firm to use each of the following channels of distribution?

- One level channel – Producer to Consumer.
- Two level channel – Producer-Retailer-Consumer.

## **Objectives**

At the end of the session students should be able to:

- i. Define marketing research.
- ii. Describe the research process.
  - Meaning of Marketing Research.
  - Steps in the research process.

## **WEEK 14**

### **FINAL EXAMINATION**

The exam will take place as scheduled by the University.

### **TEACHING METHODOLOGY**

Lectures  
Class presentations  
Group discussions

### **COURSE TEXT**

Marketing by Michael J. Etzel, Bruce Walker and William Stanton, 11<sup>th</sup> Edition 1997  
OR

Kibera, F. N. & B. C. Waruingi, *Fundamentals of Marketing: An African Perspective*.  
(Nairobi: Kenya Literature Bureau, 1988).

### **READING**

Creating Customers, by Pat Wegones. Ref. HF 5415.5 · 49 1998

Kotler Philip, *Principles of Marketing* (Englewood Cliffs: New Jersey, Prentice Hall Inc, 1980)

### **COURSE EVALUATION**

Mid-Semester Exam	30%
Final Exam	40%
Term Paper	20%
Class Assignments & Participation	<u>10%</u>
<b>Total</b>	<b>100%</b>

## GRADING

90 – 100	A
87 – 89	A-
84 – 86	B+
80 – 83	B
77 – 79	B-
74 – 76	C+
70 – 73	C
67 – 69	C-
64 – 66	D+
62 – 63	D
60 – 61	D-
0 – 59	F

