



Chandaria
School of
Business

COURSE: MKT 3010: PRINCIPLES OF MARKETING

CREDIT: 3 UNITS

1.0 COURSE DESCRIPTION

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

Prerequisite: BUS 1010

2.0 PURPOSE OF THE COURSE

The main purpose of the course is to equip the students with knowledge and skills and attitudes necessary for effective marketing of goods and services.

3.0 LEARNING OUTCOME LINKAGES

3.1 LINK TO THE UNIVERSITY MISSION OUTCOMES

The major University Mission Outcome includes higher order thinking, literacy, global understanding, multicultural perspective, preparedness for a career, leadership and ethics and community service. This course MKT 3010 is designed to contribute higher order thinking and preparedness for career in marketing.

3.2 LINK TO SCHOOL OF BUSINESS OUTCOMES

The School of Business outcomes are linked to the University Mission Outcomes and include global oriented, multidisciplinary, change oriented, experiential, initiative and problem solving, team player, effective communication, preparedness for a career and transformational leadership. This course MKT 3010 is desired to contribute to the achievement of four main School of Business Mission Outcomes:

- Initiative and problem solving
- Effective communication
- Preparedness for a career in marketing
- Team player

3.3 LINK TO IBA PROGRAM LEARNING OUTCOMES

The mission of the IBA Program Learning Outcomes is to demonstrate the ability to analyze business situations and to generate new ideas to solve business operation problems so as to enhance business growth, to demonstrate an understanding of the legal and cultural environment in which businesses operate.

4.0 COURSE LEARNING OUTCOMES

At the end of this course the students shall be able to:

- Explain the importance of marketing in value creation
- Explain the environment in which marketing organizations operate
- Analyze the basis for segmenting Consumer and Industrial markets
- Analyze the components of the marketing mix and apply the components in making marketing decisions.
- Make presentations in class
- Write a term paper to demonstrate an understanding of marketing activities in an organization

4.1 WEEK 1: INTRODUCTION TO MARKETING

The student will be able to appreciate the importance of marketing in the operations of an organization and understand the evolution of marketing over time.

a) Learning Outcomes

b) Specific topics include

- Nature and scope of Marketing
- Meaning of marketing
- Evolution of marketing.
- Components of marketing
- Marketing management philosophies.
- Importance of marketing

c) Recommended Reading

Marketing by Michael J. Etzel, Bruce Walker and William Stanton, 11th Edition 14th Edition. McGraw –Irwin New York 2007. **(Chapter 1 Page 1- 25)**

d) ASSIGNMENT ONE:

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

4.2 WEEK TWO: MARKETING ENVIRONMENT

The student will be able to analyze the macro and micro environment in which marketing organizations operate.

c) Learning Outcomes

d) Specific topics include

- Components of marketing Environment
- Macro – environment
- Micro - environment

c) Recommended Reading

Marketing by Michael J. Etzel, Bruce Walker and William Stanton, 11th Edition 14th Edition. McGraw –Irwin New York 2007. **(Chapter 2: Pages 28 - 47)**

d) ASSIGNMENT TWO:

Discuss how the demographic environment affects the marketing process in an organization.

4.3 WEEK 3 & 4: CONSUMER BEHAVIOUR

The students will be able to analyze consumers to identify the factors that influence them to buy goods and services.

a) Learning Outcomes

b) Specific topics include

- The meaning and importance of consumer behavior.
- External factors that influence consumer behavior.
- Internal factors that influence consumer behavior.
- Consumer decision process.

c) Recommended Reading

Marketing by Michael J. Etzel, Bruce Walker and William Stanton, 11th Edition 14th Edition. McGraw –Irwin New York 2007. (**Chapter 5 & 6: Page 114 – 138**)

d) ASSIGNMENT THREE:

Discuss the extent to which each of the following factors influence consumer behavior.

- a) Cultural factors
- b) Psychological factors

4.5 WEEK 5: MARKET SEGMENTATION

Students will be able to segment markets using different market bases of segmentation.

a) Learning Outcomes

b) Specific topics include

- Market segmentation definition
- Importance of market segmentation
- Market segmentation process
- Bases for market segmentation

c) Recommended Reading

Marketing by Michael J. Etzel, Bruce Walker and William Stanton, 11th Edition 14th Edition. McGraw –Irwin New York 2007. (**Chapter 6: Page 141 – 165**)

d) ASSIGNMENT FIVE

Discuss the demographic and behavioral basis of segmenting consumer markets.

4.6 WEEK 6: PRODUCT DECISIONS

The students will be able to appreciate the stages through which a product goes through during its development and the stages it goes through during its life in the market

a) Learning Outcomes

b) Specific topics include

- Meaning of product
- Product attributes
- Product classification.
- New product Development process.
- Product life- cycle.

c) Recommended Reading

Marketing by Michael J. Etzel, Bruce Walker and William Stanton, 11th Edition 14th Edition. McGraw –Irwin New York 2007. (**Chapter 8,9 & 10: Page 205 – 282**)

4.7 MID – SEMESTER EXAMINATION

4.8 WEEK 8 & 9: PRICING DECISIONS

The student will be able to use different pricing strategies when pricing products

a) Learning Outcomes

b) Specific topics include

- Meaning of price
- Importance of price
- Pricing strategies and policies
- Pricing methods

c) Recommended Reading

Marketing by Michael J. Etzel, Bruce Walker and William Stanton, 11th Edition 14th Edition. McGraw –Irwin New York 2007. (**Chapter 12 &13: Page 316 – 374**)

d) ASSIGNMENT TEN

- a) Explain how a firm's pricing objectivity may influence the promotional program for a product.

WEEK 10 & 11: PROMOTIONAL DECISIONS

The student will be able to design promotional strategy for an organization.

c) Learning Outcomes

d) Specific topics include

- Meaning of promotion.
- Methods of Promotion
- Communication process and promotion
- Elements of the promotional mix.
- Promotion budget

c) Recommended Reading

Marketing by Michael J. Etzel, Bruce Walker and William Stanton, 11th Edition 14th Edition. McGraw –Irwin New York 2007. (**Chapter 17: Page 476 – 490**)

d) ASSIGNMENT EIGHT

- a) Discuss the factors that should be considered when selecting the media to advertise products.
- b) Differentiate publicity from advertising.

4.12 WEEK 12: DISTRIBUTION DECISIONS

The student will be able to select appropriate channels of distribution for an organization.

a) Learning Outcomes

b) Specific topics include

- Define channel of Distribution
- Describe the different types of channels of distribution.
- Identify the factors that should be considered when selecting channels of distribution.

c) Recommended Reading

Marketing by Michael J. Etzel, Bruce Walker and William Stanton, 11th Edition 14th Edition. McGraw –Irwin New York 2007. (**Chapter 14, 15 & 16 Pages 376 – 470**)

4.13 WEEK 13: MARKETING RESEARCH AND INFORMATION SYSTEMS:

The student will be appreciate the importance of marketing research in a marketing organization

a) **Learning Outcomes**

b) **Specific topics include**

- Meaning and importance of Marketing Research
- Steps in the Marketing Research Process

c) **Recommended Reading**

Marketing by Michael J. Etzel, Bruce Walker and William Stanton, 11th Edition 14th Edition. McGraw –Irwin New York 2007 (**Chapter 7 pages 169-202**)

Presentation of Group work and Term Papers

Group Presentation

Submission of individual Term paper

4.14 WEEK 14: FINAL SEMESTER EXAMINATION

5.0 TEACHING METHODOLOGY

Lectures

Class presentations

Group Discussions

Lecture by marketing practitioner

COURSE TEXT

Marketing by Michael J. Etzel, Bruce Walker and William Stanton, 11th Edition 14th Edition. McGraw –Irwin New York 2007.

FURTHER READINGS

Creating Customers, by Pat Wegones. Ref. HF 5415.549 1998

Kotler Philip, Principles of Marketing (Englewood Cliffs: New Jersey, Prentice Hall Inc, 2002).

COURSE EVALUATION

Class attendance and participation	10%
Group Work (Case Studies)	10%
Assignments /Quizzes	10%
Term Paper	20%
Mid- Semester Exam	20%
<u>Final Exam</u>	<u>30%</u>
Total	100%

GRADING

90 - 100	A	74 - 77	C+
87 - 89	A-	71 - 73	C
84 - 86	B+	68 - 70	C-
81 - 83	B	64 - 67	D+
78 - 80	B-	61 - 63	D
		60 - 59	D-
		Below 59	F

GROUP ASSIGNMENT

This assessment is to be done in your groups

Task: Business Environment

TERM PAPER

Term Paper (Case Study Handout)

Assignment Guide

- Discussion should demonstrate an understanding of the relevant concepts discussed in the course. Therefore, application and not regurgitation of facts is emphasized.
- The discussion should not be based on conjecture. Instead, base your discussion on existing literature. Numerous journals accessible through

EBSCO HOST have a lot of information. Explore different views; this will facilitate the development of academic discourse.

- Reference **‘all the sources of all your ideas-always.’** The paper should include in text and end text references done in APA style. (If you do not know or you are not sure about referencing see me as soon as possible).
- Use academic writing. Avoid terms as Kids, between rock and hard place, catch 22 and chilled.
- Avoid abbreviations and all forms of first person I, we, you, us and our.
- Good assignments are re-written not written, answer the question, easy to read and less descriptive and more evaluative.

Assignment Presentation

- The assignment should be in report format. It should have a cover page, table of content, introduction, main body with headings and subheadings, conclusion and references at the end.
- The assignment should be typed in size 12 font and double line spacing.
- A high standard of written work is expected, poor presentations; spelling and grammar will attract heavy penalties. This is not only requirements of this course but it is also the expected minimum professional standard expected in industry.

Submission of assessment and exams

1. The term paper and the group assignment are to be submitted directly to the instructor during or before the class session.
2. All the assignments should be typed in size 12 font and double line spacing.
3. Make-up exams will not be set for this unit.

6.0 KEY INSTITUTIONAL ACADEMIC POLICIES

Your attention is drawn to the following university policies

1. Attendance

“The university expects regular class attendance by all students. Each student is responsible for all academic work missed during absences”

(Page 45, University Catalogue).

2. Acts of misconduct

“The code of conduct prohibits certain acts of misconduct by student enrolled at the university...the following acts are examples of violation;

- Fabrication-any falsification or invention of data, citation, or other authority in an academic exercise.
- Plagiarism- any passing of another’s ideas, words, or work as one’s own.
- Unauthorized collaboration-collaboration is any academic exercise unless the faculty member has stated that such collaboration is permitted.