



SCHOOL OF BUSINESS AND TECHNOLOGY

DEPARTMENT OF BUSINESS

COURSE OUTLINE

SEPTEMBER TO DECEMBER 2023 TRIMESTER

COURSE CODE: DBM0208/0215

COURSE TITLE: PRINCIPLES AND PRACTISE OF MARKETING

CREDIT HOURS:

COURSE LECTURER: Ms. ASIYA MOHAMMED

Cell Phone; 0722904460 Email: ms.asiya.ten@gmail.com

Lecture Time: Wednesday 8.00 am – 10.00 am

Course Objective

This course is designed to provide students with an understanding of the principles of Marketing. There will be a focus on the management of the marketing activities and how marketing relates to overall organisational functioning, including the management of exchange processes between business units and consumers and between firms.

It will include topics such as environmental analysis, industry and competitor analysis, objective setting, marketing strategies and marketing mix components such as pricing, distribution, product and service development and promotion including both traditional and digital marketing communication.

Additionally, the course will provide opportunities for the practical implementation of the concepts covered and the development of problem solving skills by means of face-to-face tutorials and online learning.

Prerequisite courses:

Expected Learning Outcome

By the end of the course unit, learners should be able to:

Upon satisfactory completion of this course, students will be able to:

- Name, define and relate key marketing concepts such as customers, target markets, the marketing mix, the exchange process.
- Interpret, apply and demonstrate how the forces of the marketing environment influence marketing strategy decisions through the processes
- Analyze, compare and examine how organizations identify target markets and estimate market potential and forecast sales, promote and distribute their products and services.
- Create, design and formulate marketing strategies that add customer value to the exchange process resulting in increased customer satisfaction and loyalty that deliver enhanced revenue generation and profitability for a firm.
- Exploring new emerging and ongoing marketing trends on the fastest growing medium to date: The Internet. Learning of the opportunities for marketers to forge relationships with customers on an interactive basis are the focus

Course Content

Course Outline

WK	TOPIC	SUB-TOPICS	METHOD
1	Introduction	<ul style="list-style-type: none">◆ Introduction◆ Objectives◆ Definitions of Marketing◆ Marketing and Selling◆ Core Concepts of Marketing◆ Marketing Management Philosophies◆ Importance of Marketing to the Society	Lecture Discussion
2	Marketing Environment	<ul style="list-style-type: none">◆ Introduction to Marketing Environment.◆ The company's Micro-Environment	Lecture Discussion

		<ul style="list-style-type: none"> ◆ Macro Environment Forces ◆ Responding to the Marketing Environment 	
3	Consumer Behaviour	<ul style="list-style-type: none"> ◆ Consumer Behaviour ◆ Importance of Analyzing Consumer Behavior for Marketers ◆ The Model of Consumer Behavior ◆ Factors Influencing Consumer Behavior. ◆ Factors Influencing Consumer Behavior ◆ The Buyer Decision Process. ◆ Types of Buying Decision Behavior 	Lecture Discussion Video clip Lecture
4	Market Segmentation, Targeting and Positioning for Competitive Advantage	<ul style="list-style-type: none"> ◆ Introduction ◆ Definitions of Key Words or Concepts ◆ Levels of Market Segmentation ◆ Bases for Segmenting Consumer Markets. ◆ Requirements for Effective Segmentation ◆ Market Targeting ◆ Selecting Market Segments. ◆ Positioning for Competitive Advantage 	Lecture Discussion
5	Product Decisions	<ul style="list-style-type: none"> ◆ Definition of a Product ◆ Unique Characteristics of Services ◆ Product Classifications 	Lecture Discussion Group work and presentations

		<ul style="list-style-type: none"> ◆ Branding Decisions ◆ Packaging ◆ Product Mix or Assortment ◆ Product Life Cycle ◆ Benefits and Weakness of PLC ◆ New Product Development Process ◆ The Consumer Adoption Process. ◆ Adopter Categories 	
6	◆ CONTINUOUS ASSESSMENT TEST 1 (CAT 1)/ASSIGNMENT		
8	Pricing	<ul style="list-style-type: none"> ◆ Meaning of Pricing. ◆ Importance of Pricing. ◆ Pricing Objectives ◆ Factors to Consider in Price Determination ◆ Types of Pricing ◆ Initiating Price Changes ◆ Initiating Price Cuts and initiating Price Increases. ◆ Responding to Price Changes. 	Lecture Discussion Video clip
9	Place/channel of distribution	<ul style="list-style-type: none"> ◆ Meaning of Channel of Distribution ◆ Types of Channel of Distribution. ◆ Types of Middlemen ◆ Functions Performed by Market Intermediaries or Middlemen ◆ Intensity of Distribution Decision 	Lecture Discussion
10	CONTINUOUS ASSESSMENT TEST 2 (CAT 2)/ASSIGNMENT		

11	Promotion	<ul style="list-style-type: none"> ◆ Meaning of Promotion ◆ Importance of Promotions to an enterprise ◆ Promotion Methods/Decisions ◆ Communication Process and Promotion ◆ Purposes of Promotion ◆ Determining and Managing the Promotion Mix ◆ Setting Objectives for Communication ◆ Factors Influencing the Choice of the Promotion Mix 	Lecture Discussion Biomed Practice lab
14	◆ FINAL EXAMINATION		

Teaching / Learning Methodologies

Lectures, Class exercise, Lessons, case studies, Discussion and Practical sessions

Instructional Materials and Equipment

White board, Overhead projector, Power point, Flip charts, Board markers, Handouts, Charts and Transparencies and Felt Pens.

Course Assessment

Continuous Assessment Test (Attendance, Exercises, tests, group work)	30%
End of trimester examination	70%
Total	100%

Lecturer In charge:

ASIYA MOHAMMED

21.09.2023

NameSignatureDate.....

Approved for Circulation

Head of Department:

Name :.....SignatureDate.....

Mobile.....Email:.....

Dean of the school:

Name :.....SignatureDate.....

Mobile.....Email:.....

Class rep:

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