

Course Code: BCOM E2015
Title: Marketing Management
Type/Status: Core

Aims:

This course unit is designed to provide knowledge on fundamentals of marketing management, marketing mix, concepts of consumer behavior and develop a marketing plan.

Learning Outcome: By the end of this course unit, students should be able to:

- define marketing and its core concepts
- describe value propositions
- explain the concept of segmentation, targeting and positioning
- describe the elements of marketing mix
- explain the concepts of consumer behavior
- formulate a marketing plan

Course Content:

Introduction to Marketing; Core concepts of Marketing; Marketing Orientation; A customer-value typology, Value Chain Analysis; Marketing Environment; Marketing Information System; Marketing Research; Segmentation, Targeting and Positioning; The Product; Service Marketing; Pricing Strategies; Distribution; Marketing Communication; Fundamentals of Consumer Behaviour; Marketing Strategies and marketing plan.

Method of Teaching & Learning:

Seminar & self learning

Scheme of Evaluation:

End year examination

Recommended Readings:

Kotler, P, & Keller, K. L. (2006). *Marketing Management*. (12th ed.). Prentice Hall.

Kotler, P & Armstrong, G. (2007). *Framework for Marketing Management*. (3rd ed.). Prentice Hall.

Armstrong, G. (2007). *Principles of Marketing*. (12th ed.). Prentice Hall.

Kotler, P. (2002). *Marketing Management*. (11th ed.). Prentice Hall.

Wilson Richard, M.S. and Gilligon, C. (2005). *Strategic Marketing Management: Planning, Implementation and Control*. (3rd ed.). Prentice Hall.