

Course Code: BMGT E2015
Title: Marketing Management
Aim: To develop student's knowledge, skills and attitude relating to marketing management in order to get their fullest commitment for the success of marketing strategies

Learning Outcomes:

On completion of this course unit, students should be able to;

- Demonstrate knowledge and understanding of the
- Marketing theory & practice as a business function and as a business Philosophy, in international context.

Content: Introduction to Marketing; The Scope of Marketing, Origin and Development of Marketing, The Core Concepts of Marketing. Analyzing Marketing Opportunities; Strategic Planning- Corporate and Division Strategic Planning, Strategic Marketing Analysis, Formulating Marketing Strategies, The Marketing Information System. The Marketing Environment; Trends in the Macro Environment, Trends in the Micro Environment. Understanding Consumer Markets & Buyer Behaviour; Model of Consumer behaviour, Factors affecting Consumer behaviour, The Buyer Decision Process. Understanding Business Markets & Business Buying Behaviour; Nature of Organizational Buying, Major Influences on Buying Decisions, Stages in the Buying Process. Identifying Market Segments and Selecting Target markets; Levels of Market segment, Bases for Segmenting Consumer & Business Market, Market Targeting, Evaluating and Selecting Market Segments, Positioning. The Marketing Mix: Product Strategy; Product levels, Product Classifications, Product Line Decisions, Brand Decisions, Packaging & Labelling, New Product Development, Product life Cycle. Distribution Strategy; Distribution Channel Functions, Channel Design & Management Decisions, Types of Retailing & Wholesaling,

Retailer & Wholesaler Marketing Decisions, Trends in wholesaling & Retailing, Physical Distribution/ Logistics. Pricing Strategy; Selecting the Pricing Objectives, Determining Demand, Estimating Costs, Analysing Competitors Costs Prices etc., Selecting a Pricing Method, Selecting the Final Price. Communication Strategy; The Communication Process, Steps in Developing Effective Communication, The Promotional Tools, Factors in Setting Marketing Communication. Managing The Total Marketing Effort; Marketing Organization, Marketing Implementation, Evaluation & Control.

Method of Teaching and Learning:

Lectures, Seminars

Scheme of Assessment:

Examination , Assignments

Recommended Reading:

J. Paul Peter. James H. Donnelly. (2006). *A Preface To Marketing Management*, Donnelly. McGraw-Hill College

Kotler P. Keller K.(2011). *Marketing Management* (14th edition). Prentice Hall.

Kotler. P.(2012). *Marketing Management. Eleventh Edition*. Prentice Hall
Perreault, E. Jerome McCarthy, Joseph P. Cannon (2006). McGraw-Hill
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