Mekedela Amba University

Faculty of Business and Economics

Department of Management

Course Outline for Principles of Marketing

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| Course Title | Principles of Marketing |
| Course Code | MGMT 2121 |
| Instructor’s Name | Shegaw M. |
| Course credit | 5 ECTS/ 135 hrs |
| Mode of delivery | Classroom contact/Lecture, group & pair work/discussions, individual work. |
| Course Description | Marketing plays a major role in the modern day economy. The rise in the standard of living of people in the last four decades is attributed to the success of Marketing.  Marketing Management is the business function that identifies current unfilled needs and wants, defines and measures their magnitude, determines which target markets the organization can best serve, and decides on appropriate products, services, and programs to serve these markets. Marketing serves as the link between a society's needs and its pattern of industrial response. Thus, this course provides you with an outline of core concepts and issue in Marketing. |
| Course objectives  and learning Competences to be Acquired | At the end of the course students will be able to:   * Understand marketing and its core concepts * Recognize the environment in which marketing operates * Apply marketing research ideas to support the dev’t of an effective marketing strategy. * Appreciate how marketing strategy is vital for the success of marketing function * Develop an understanding of consumer behavior that helps you create   consumer satisfaction   * Develop an understanding of business buying behavior that helps you create   satisfaction for business buyers   * Develop an understanding of market segmentation, targeting and positioning. * Develop ability of marketing decision making in different Marketing Mixes. * Integrate the marketing mix to achieve organizational objectives |

**CHAPTER 1: An over view of Marketing and Marketing Management**

1.1 Meaning and Scope of Marketing

1.2 Marketing Management Philosophies

1.3 Core Marketing Concepts, Trends, and Tasks

1.3.1 Core Concepts in Marketing

1.3.2 New Trends in Marketing

1.3.3 Marketing Management Tasks

**Chapter 2 - Marketing Environment and Marketing Information**

2.1 Need for Environmental Analysis

2.2 The External Environment

2.3 The Internal Environment

2.4 Marketing Information System and Marketing Research

**Chapter 3 - Analyzing Consumer and Business Markets**

3.1 Consumer Behavior

3.2 Model of Consumer Behavior

3.3 Factors Affecting Consumer Behavior

3.4 The Buying Decision Process

3.4.1 Consumer Buying Roles

3.4.2 Types of Consumer Buying Decision Behavior

3.4.3 Stages in the Consumer Buying Decision Process: The Five-Stage Model

3.5 Business Buying Behavior

3.6 Consumer Vs. Business Buying Behavior

3.7 Influence on organizational buying decision

3.8 The Business Buying Decision Process

3.8.1 Buying Situations in Business Buying

3.8.2 Decision Making Process in Business Buying

3.8.3 Participants in the Business Buying– the Buying Center

**Chapter 4 - Target Marketing: Market Segmentation, Targeting and Positioning**

4.1 Market Segmentation

4.1.1 Importance of Market Segmentation

4.1.2 Market segmentation Procedure

4.1.3 Levels of Market segmentation

4.1.4 Patterns of Market segmentation

4.1.5 Basis for Segmentation

4.2 Market Targeting

4.2.1 Market Segment Evaluation

4.2.2 Selecting Market Segments

4.3 Market Positioning

**Chapter 5 - Product Management**

5.1 Meaning of Product

5.2 Levels of a Product

5.3 Classification of Products

5.4 Product Mix and Product Line

5.5 New Product Development

5.6 Product Life Cycle Stages

5.7 Branding

5.8 Packaging

5.9 Labeling

**Chapter 6 - Pricing Products**

6.1 The Meaning of Price

6.2 Factors Affecting Pricing Decisions

6.3 Pricing Objectives

6.4 General Pricing Approaches

6.5 New Product Pricing Strategies

6.6 Price Adjustment Strategies

6.7 Product Mix Pricing Strategies

**Chapter 7- Distribution Channel**

7.1 The Meaning of Distribution Channels

7.2 Major Channels of Distribution

7.3 Factors Affecting Choice of Distribution Channels

**Chapter 8: Promotion**

8.1The Meaning of Promotion

8.2 Factors Affecting the Promotion Mix

8.3 The Promotion Mix Elements

8.3.1 Sales Promotion

8.3.2 Public Relations and Publicity

8.3.3 Advertising

8.3.4 Personal Selling

**Assessment Arrangements**

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| --- | --- | --- | --- | --- | --- | --- |
| **Activities** | Quizzes | Assignment | Presentations | Tests | Final Exam | **Total Points** |
| **Points** | 15**%** | 10**%** | 10**%** | **15%** | 50**%** | **100%** |

**Policy and Regulations:**

**Attendance**: Students who attend class regularly will increase their chances of success in this course. Accordingly, attendance will be taken at the beginning of each class meeting.

**Plagiarism**: is a serious form of academic dishonesty. If so happened, the first instance of plagiarized work will receive a grade of zero. Any such occurrence thereafter will result in receiving F for the course.

**Assignments:** You must do your individual and group assignments and submit on time. No late assignment will be accepted.

**Cell phones**: using mobile phones during the teaching learning process is strictly forbidden.

**References:**

1. Blythe, J (2001) ***Essentials of Marketing*** (2nd edn) Ashford Color Press, Hampshire.

2. Carvens, W., Hills, E. Woodruff, B. (2005) **Marketing Management**, Richard D. IrwinInc., Delhi.

3. Cravens, W. and Lamb, Jr, W (1993) ***Strategic Marketing Management Cases*** (4thedn), R.R. Donnelley & Sons Company

4. Evans, R. & Berman, B (1992) ***Marketing*** (5th edn), Macmillan Publishing Company, NewYork.

5. Kottler, P. & Armstrong, G (2004) ***Principles of Marketing*** (10th edn), PearsonEducation, Pataparganj, Delhi.

6. **Kotler**, P & **Keller**, K (2006) ***Marketing Management*** (12th edn), Pearson/Prentice-Hall,Upper Saddle River, NJ.

7. Palmer, A (2000) ***Principles of Marketing****,* Oxford University Press, New York.

8. Perrault, Jr. D & McCarthy, E (2005) ***Basic Marketing: A Global Managerial* *Approach*** (15th edn), Tata McGraw-Hill Publishing Company, New Delhi.

9. Stokes, D (2002) ***marketing*** *(*3rd edn) Continuum, London.

10. Zikumund G. & D’Amico, M (1995) ***Effective Marketing: Creating and Keeping Customers,*** West Publishing Company, St. Paul.

***N.B*** *Any Other books and articles written on similar topics could also be refereed.*