

FUNDAMENTALS OF MARKETING SYLLABUS

1. COURSE CONTENT/GOALS:

In this introduction to marketing management, you will learn how to make effective marketing decisions, including assessing marketing opportunities and developing marketing strategies and implementation plans. Course topics include market-oriented strategic planning, marketing research and information systems, buyer behavior, target market selection, competitive positioning, product and service planning and management, pricing, distribution, and integrated communications, including advertising, public relations, Internet marketing, social media and sales promotions.

2. THIS MODULE INCLUDES:

Date	Content	Course units
Defining the Marketing Process		
	Customer Relationships Customer needs, wants & demands, Products, services & experiences, Customer value & satisfaction, Target customer, Value proposition, Customer loyalty & retention, Market share & customer equity	2
	Company & Marketing Strategy: Defining Mission, Marketing Strategy, Marketing Mix, Marketing analysis, planing, implementation, organization & control	2
Understanding Marketplace & Consumers		
	Marketing Environment: Micro Environment, Macro Environment	1
	Marketing Information: Intelligence, Research objectives & plan, Interpreting & reporting, CRM, Public policy & Ethics, Technology	1
	Consumer Buyer Behavior: Cultural, Social, personal & Psychological factors, Complex, Dissonance-reducing, Habitual & Variety-seeking buying behavior, Buyer decision process, Adoption process & rate of adoption in new products.	1
	Business Buyer Behavior: Business markets, Major types, Participants, Major influences, Business buying process & over the internet, Institutional & government markets.	1
Customer-Driven Marketing Strategy & Marketing Mix		
	Segmentation, Targeting & Positioning: Segmenting markets, Target segment, Positioning maps & strategy, communicating & delivering the chosen position.	2
	Products, services & branding: Product & services classifications & levels. Product mix, Branding, Brand equity, Managing brands, Service marketing.	2
	New product development: Idea generation & screening, Concept development & testing, Test marketing & analysis, commercialization. Introduction, growth, maturity & decline stages. Product life-cycle strategies.	1

Date	Content	Course units
Customer-Driven Marketing Strategy & Marketing Mix		
	[PRICE] Pricing products: pricing environment, Internal & external factors, cost, value & competition based pricing, New product pricing strategies, product mix pricing strategies, price adjusted strategies, price changes, chanel pricing.	2
	[PLACE] Marketing Channels: How channels add value, channel levels & behavior, Vertical & Horizontal marketing systems, Multichannel distribution, chanel objectives. Selecting, managing, motivating, motivating and evaluating channel members. Major logistic management.	2
	Communications Strategy: Communications environment, Integrated marketing communications, Target audience, Communication objective, Message design, Media selection & message source, Total promotion budget, Communication & promotion mix.	2
	Advertising, sales promotion & PR: Advertising strategy, objectives, budget & evaluation. Sales promotion objectives, tools & program. Public relation tools & objectives. Marketing Productivity Metrics (PAR & BAR).	2
Extending Marketing		
	Competitive advantage: Identifying & assessing competitors, Competitors to attack or avoid. Competitive intelligence. Competitive strategy & position. Leader & challenger strategies.	1
	Digital marketing: Digitalization & connectivity. Customization. E-Business, E-Commerce & E-Marketing. B2C, B2B, C2C & C2B.	1
	Digital Customers: Online Buying Behavior, Viral Marketing, Advertising Online, Email Marketing, Metrics and analytics	1
	Online Relevancy Rules: Test Everything, Track Everything, Let the data decide, Online USP, How to design an integrated marketing communication campaign	1
	Social Media: Content Plan, What makes people share?, How do you get more recommendations?, Making a youtube video, Best Practices, Online advertising and promotions, Measuring Success	1
	Financial: Projections & Marketing budget, Controls and contingency planning	1

3. CORE LITERATURE:

- Kotler, P., & Armstrong, G. (2010). *Principles of marketing*. Pearson education.
- Kotler, P., & Keller, K. L. (2012). *Marketing management: Global edition*. Harlow: Pearson, 56.

4. GRADING:

- 20% Class Journal
- 20% Class cases
- 20% Marketing project presentation
- 20% Marketing project document
- 20% Final Marketing exam.