



<p>Week 1</p>	<p>Topic:</p> <ul style="list-style-type: none"> <li>• Introduction to marketing</li> <li>• The evolution of the marketing concept                             <ul style="list-style-type: none"> <li>- Production concept</li> <li>- Product concept</li> <li>- Selling concept</li> <li>- Marketing concept</li> <li>- Societal Marketing concept</li> </ul> </li> <li>• The marketing management process</li> </ul> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Access and understand the evolution of the marketing concept;</li> <li>2. Identify and explain the production, product and sales oriented business philosophies from which it was evolved; and</li> <li>3. predict an insight into its likely future development.</li> </ol> <p>Activity: Lecture and discussion</p> <p>Further reading for this lesson: Lecture Notes. Kotler &amp; Armstrong, Principles of Marketing. Chapter 1, pp 5 – 15. Jobber, Principles and Practices of Marketing. Chapter 1, pp 4 – 13.</p>	<p>3</p>
<p>Week 2</p>	<p>Topic:</p> <ul style="list-style-type: none"> <li>• The marketing planning and the marketing management process.</li> <li>• The marketing environment:                             <ul style="list-style-type: none"> <li>- The influences of the macro environment (PEST)</li> <li>- The influences of the micro environment (employees, suppliers, customers, competitors, financial institutions, government agencies, public)</li> </ul> </li> </ul> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Identify and explain the main tasks and concepts associated with marketing planning and the marketing management process; and</li> <li>2. Discuss and explain the micro and macro environmental factors that may impact on the company's marketing effectiveness.</li> </ol> <p>Activity: Lecture and discussion</p> <p>Further reading for this lesson: Lecture Notes. Kotler &amp; Armstrong, Principles of Marketing. Chapter 4, pp 104 – 132. Jobber, Principles and Practices of Marketing. Chapter 2, pp 35 – 55.</p>	<p>3</p>

Week 3	<p>Topic:</p> <ul style="list-style-type: none"> <li>• Marketing Information Systems</li> <li>• Marketing Research</li> <li>- The marketing research process</li> <li>-</li> </ul> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Analyse the significance of marketing information in aiding management decisions; and</li> <li>2. Apply and explain the underlying concepts of marketing research.</li> </ol> <p>Activity: Lecture, Past Year Questions, Hand out Assignment.</p> <p>Further reading for this lesson: Lecture Notes. Kotler &amp; Armstrong, Principles of Marketing. Chapter 5, pp 140 – 164.</p>	3
Week 4 and 5	<p>Topic:</p> <ul style="list-style-type: none"> <li>• Segmentation, Targeting and Positioning <ul style="list-style-type: none"> <li>- Bases for segmenting consumer markets</li> <li>- Bases for segmenting business markets</li> <li>- Requirements for effective segmentation</li> <li>- Evaluating and selecting market segments</li> <li>- Targeting strategies</li> <li>- Positioning strategies</li> </ul> </li> </ul> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate the underlying concepts of segmentation, targeting and positioning; and</li> <li>2. Differentiate between targeting and positioning strategies.</li> </ol> <p>Activity: Lecture and Peer presentation</p> <p>Further reading for this lesson: Lecture Notes. Kotler &amp; Armstrong, Principles of Marketing. Chapter 8, pp 237 – 268. Jobber, Principles and Practices of Marketing. Chapter 7, pp 210 – 242.</p>	6
Week 6 and 7	<p>Topic:</p> <ul style="list-style-type: none"> <li>• Product: goods and services <ul style="list-style-type: none"> <li>- Product classifications</li> <li>- Differences between products and services</li> <li>- Individual product decisions</li> <li>- Product line and mix decisions</li> </ul> </li> <li>• Product Life Cycle (PLC)</li> <li>• New Product Development</li> <li>• Product Portfolio management</li> </ul>	6

	<p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Define and explain of product policy and clasifications;</li> <li>2. Identify, explain and understand the key concepts and models related to the development of products and services.</li> </ol> <p>Activity: Lecture and tutorial questions, Past Year Questions</p> <p>Further reading for this lesson: Lecture Notes. Kotler &amp; Armstrong, Principles of Marketing. Chapter 9, pp 275 – 298. Kotler &amp; Armstrong, Principles of Marketing. Chapter 10, pp 315 – 336. Jobber, Principles and Practices of Marketing. Chapter 9, pp 317 – 327.</p>	
<p>Week 8 and 9</p>	<p>Topic:</p> <ul style="list-style-type: none"> <li>• Pricing considerations and approaches             <ul style="list-style-type: none"> <li>- Factors to consider when setting prices - internal and external factors</li> <li>- General pricing approaches – cost-based pricing, value-based pricing, competition-based pricing</li> <li>- Price adjustment strategies</li> </ul> </li> </ul> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Formulate pricing policies;</li> <li>2. Analyze the different approaches to the setting of price;</li> <li>3. Discuss the methods used in the setting of price;</li> <li>4. Assess the factors that influence the setting of price.</li> </ol> <p>Activity: Lecture and Peer presentation, Test 1</p> <p>Further reading for this lesson: Lecture Notes. Kotler &amp; Armstrong, Principles of Marketing. Chapter 11, pp 347 – 361. Jobber, Principles and Practices of Marketing. Chapter 12, pp 370 – 383.</p>	<p>6</p>
<p>Week 10 and 11</p>	<p>Topic:</p> <ul style="list-style-type: none"> <li>• The nature of marketing channels</li> <li>• Channel design decisions</li> <li>• Retailing             <ul style="list-style-type: none"> <li>- Different ways to classify retail outlets</li> <li>- Retailer marketing decisions</li> </ul> </li> <li>• Wholesaling             <ul style="list-style-type: none"> <li>- Classification of wholesalers</li> <li>- Wholesaler marketing decisions</li> </ul> </li> </ul>	<p>6</p>

	<p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Discuss the key concepts related to distribution including channel choice;</li> <li>2. Describe the selection of channel intermediaries, level of market exposure, channel conflict.</li> </ol> <p>Activity: Lecture, tutorial questions, quiz</p> <p>Further reading for this lesson: Lecture Notes. Kotler &amp; Armstrong, Principles of Marketing. Chapter 13, pp 400 – 427. Jobber, Principles and Practices of Marketing. Chapter 17, pp 634 – 664. Kotler &amp; Armstrong, Principles of Marketing. Chapter 14, pp 436 – 447, pp 455 – 459.</p>	
<p>Week 12 and 13</p>	<p>Topic:</p> <ul style="list-style-type: none"> <li>• Integrated Marketing Communications (IMC)             <ul style="list-style-type: none"> <li>- Steps in developing IMC</li> <li>- Factors in developing IMC</li> <li>- Advertising</li> <li>- Public relations</li> <li>- Sales promotion</li> <li>- Personal selling</li> <li>- Direct and online marketing</li> </ul> </li> </ul> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Definition of marketing communications policies;</li> <li>2. Identify and explain the main marketing mix elements;</li> <li>3. explain the communication process and the significance; and</li> <li>4. assess the role of the various marketing communications mix elements.</li> </ol> <p>Activity: Lecture, discussions, Past Year Questions, Test 2</p> <p>Further reading for this lesson: Lecture Notes. Kotler &amp; Armstrong, Principles of Marketing. Chapter 15, pp 467 – 468, pp 471 – 480. Kotler &amp; Armstrong, Principles of Marketing. Chapter 16, pp 494 – 507, pp 509 – 515, pp 515 - 519. Kotler &amp; Armstrong, Principles of Marketing. Chapter 17, pp 526 – 528, pp 540 – 541, pp 543 – 554.</p>	<p>6</p>
<p>Week 14</p>	<p>Topic:</p> <ul style="list-style-type: none"> <li>• The importance of customers – relationship marketing</li> <li>• Internal marketing programmes</li> </ul>	<p>3</p>

	<p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate and apply the importance of developing long-term relationships with customers and other important individuals and groups; and</li> <li>2. Summarize the development of effective internal marketing programmes.</li> </ol> <p>Activity: Lecture, Past Year Questions, Due date for Assignment</p> <p>Further reading for this lesson:                  Kotler &amp; Armstrong, <i>Principles of Marketing</i>. Chapter 1, pp 15 – 22.                  Jobber, <i>Principles and Practices of Marketing</i>. Chapter 14, pp 514 – 518.</p>		
	<p>Total</p>		<p>42</p>
<p>12. Text</p>	<p>Compulsory</p>	<p>Kotler, P., &amp; Armstrong, G. (2004). <i>Principles of Marketing</i> (10<sup>th</sup> ed.). Prentice Hall.                  Lecture Notes.</p>	
	<p>Reference</p>	<p>Jobber, D. (2004). <i>Principles and Practices of Marketing</i> (4<sup>th</sup> ed.). McGraw-Hill.                  Brassington, F., &amp; Pettitt, S. (2003). <i>Principles of Marketing</i> (3<sup>rd</sup> ed.). Prentice Hall.</p>	

