

NO.	TITLE																							
1.	Subject	<b>Fundamentals of Marketing</b>																						
2.	Subject Code	DHRM 501																						
3.	Status	Major																						
4.	Credit Hours	3																						
5.	Semester	Semester 5, Year 2																						
6.	Objectives	<ul style="list-style-type: none"> <li>▪ Provide an understanding of the principles of marketing</li> <li>▪ Enable students to develop and deepen their knowledge of core marketing concepts, constructs and methods.</li> </ul>																						
7.	Learning Outcome	<p>Upon completion of the unit, the students will be able to:</p> <ul style="list-style-type: none"> <li>▪ Understand the marketing process;</li> <li>▪ Analyse the marketing environment;</li> <li>▪ Assess the role of the marketing mix within the context of marketing decision-making;</li> <li>▪ Evaluate and apply appropriate marketing tools (analytical &amp; conceptual frameworks) to different marketing contexts;</li> <li>▪ Examine and develop solutions to identified marketing problems-applying appropriate problem solving and decision-making skills.</li> </ul>																						
8.	Synopsis	This module introduces principles of marketing and marketing concepts, constructs and methods.																						
9.	Syllabus and Contact Hours	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;">Syllabus</th> <th style="width: 20%;">Contact Hours</th> </tr> </thead> <tbody> <tr> <td><b>1. Introduction</b> - The fundamentals of marketing</td> <td style="text-align: center;">3</td> </tr> <tr> <td><b>2. The marketing concept</b></td> <td style="text-align: center;">3</td> </tr> <tr> <td><b>3. The marketing environment and Analysis</b></td> <td style="text-align: center;">3</td> </tr> <tr> <td><b>4. Marketing segmentation, targeting and positioning</b></td> <td style="text-align: center;">5</td> </tr> <tr> <td><b>1. Product policy</b> - Product life cycles and product portfolio</td> <td style="text-align: center;">5</td> </tr> <tr> <td><b>2. Pricing strategy</b> - Internal and external influences and some "practical" approaches</td> <td style="text-align: center;">6</td> </tr> <tr> <td><b>3. Distribution</b> - Its role as a marketing variable</td> <td style="text-align: center;">6</td> </tr> <tr> <td><b>4. Marketing communications and customer relationships</b></td> <td style="text-align: center;">6</td> </tr> <tr> <td><b>5. Services marketing</b> - The extended marketing mix</td> <td style="text-align: center;">5</td> </tr> <tr> <td style="text-align: right;"><b>TOTAL</b></td> <td style="text-align: center;"><b>42</b></td> </tr> </tbody> </table>	Syllabus	Contact Hours	<b>1. Introduction</b> - The fundamentals of marketing	3	<b>2. The marketing concept</b>	3	<b>3. The marketing environment and Analysis</b>	3	<b>4. Marketing segmentation, targeting and positioning</b>	5	<b>1. Product policy</b> - Product life cycles and product portfolio	5	<b>2. Pricing strategy</b> - Internal and external influences and some "practical" approaches	6	<b>3. Distribution</b> - Its role as a marketing variable	6	<b>4. Marketing communications and customer relationships</b>	6	<b>5. Services marketing</b> - The extended marketing mix	5	<b>TOTAL</b>	<b>42</b>
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10.	Main Reference	Brassington, F., & Pettitt, S. (2003). <i>Principles of Marketing</i> (3 <sup>rd</sup> ed.). London: FT/Prentice Hall.
11.	Additional Reference	<p data-bbox="670 289 1377 352">Jobber, D. (2003). <i>Principles and Practice of Marketing</i> (4<sup>th</sup> ed.). New York: McGraw Hill.</p> <p data-bbox="670 380 1377 474">Dibb, S., Simkin, L., Pride, W. M., &amp; Ferrell, O. C. (2005). <i>Marketing: Concepts and Strategies</i> (5<sup>th</sup> ed.). Abingdon, UK: Houghton Mifflin.</p> <p data-bbox="670 504 1377 562">Kotler, P., Armstrong, G., Saunders, J., &amp; Wong, V. (2001). <i>Principles of Marketing, European ed.</i> London: Prentice Hall.</p>