



Course Syllabus

Course Title:	Principles of Marketing
Teaching hours:	2 hours of lectures + 2 hours of seminars
General objective:	<i>This course aims to enable understanding of the importance of marketing's role in driving success and delivering results. It provides the understanding of the function of marketing within the organisation. It outlines an understanding of how marketing environmental influences affect planning and how information enables decision making. It outlines the elements of the marketing mix and how these are applied to address customer needs in connection with the communication campaign.</i>
Topics:	<ol style="list-style-type: none">Introduction to Marketing – marketing concepts, organizational aspects of marketing strategy, international marketing.Strategic Marketing Management - understanding the marketplace and customer needs, developing marketing strategies and plans, measuring and evaluating marketing activities.Marketing Environment - analyze and understand PESTLE, SWOT and Competitor Analyses. Managing marketing information to gain customer insight.Consumer Behavior and Business Buyer Behavior – analyzing customer and business markets.STDP Process - segmentation, targeting, differentiation and positioning.Marketing Research and Forecasting – process, rules, and the methodology.Marketing Mix - examining the marketing mix as a whole (4 Ps – 7 Ps, and 5Cs)Developing New Products and Managing the Product Life Cycle – product life cycle, BCG Matrix, product portfolioPricing strategy – customer value-based pricing, competition based pricing, cost-based pricingDistribution strategy - marketing channels, retailing, wholesalingBrand Management – managing brand and brand equity based on building customer value, campaign proposition process developmentIntegrated Marketing Communication Strategy - communication mix, media mixDigital Marketing and Digital Campaigns - digital marketing campaign planning principlesTerm project presentations. Current issues and concluding remarks.