



## Course Descriptor MRKT 201- Principles Of Marketing

<b>Proposed Academic Year</b>	2020/2021	<b>Last Reviewed Academic Year</b>	2019/2020
<b>Course Code</b>	MRKT201	<b>Course Title</b>	Principles Of Marketing
<b>Credit hours</b>	3	<b>Level of study</b>	Year One
<b>College / Centre</b>	COBA	<b>Department</b>	Management
<b>Co-requisites</b>	None	<b>Pre-requisites</b>	None

### 1. COURSE OUTLINE

[This course will explain the overall marketing functions, an opportunity to learn how marketers satisfy customer needs and wants by delivering customer value, and target customer with appropriate Marketing mix and marketing programs, the role of 4ps and 4cs of marketing enhance overall sales. Will also Understanding Consumer and Business buying behavior, Products, Services, Brands importance to the customers which building Customer Value, and also how company keep changing the Product and Service Strategies in order to maintain the customers demand, the advantage of new product Development and Managing the Product Life-Cycle over a period of life cycle, how companies makes effective pricing strategy in the competitive market.]

### 2. AIMS

[The aim of this subject is to provide students with a better understanding of modern marketing processes and enable them understand the role of marketing strategies and its impacts in the market.  
To provide a basic knowledge of product and service and also importance of its role in the market.  
To develop an understanding of product concepts and its function as whole.  
To develop skills in understanding the market and consumer insights in order to capture and deliver the customer value.]

### 3. LEARNING OUTCOMES, TEACHING, LEARNING and ASSESSMENT METHODS

<b>Learning Outcomes (Definitive)</b>	<b>Teaching and Learning methods (Indicative)</b>	<b>Assessment (Indicative)</b>
Upon successful completion of this course, students will be able to:		
understand Marketing concepts and core concepts, marketing strategies, Customer Relationship management, strategic planning and its four steps,	Lectures, PowerPoint Presentations & Group Discussion	Exam + Class Activities
Explain, importance of marketing information and customer insight, and also will be discussed the consumer and Business market and the factors influencing consumer buying behavior	Lectures, PowerPoint Presentations & Group Discussion	Exam + Class Activities



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Define, product and its major attributes, Services & strategies, and also understand the New-Product Development and product life-Cycle Strategies, stages of PLC.	Lectures, PowerPoint Presentations & Group Discussion Case Studies	Exam + Class Activities
Understand the concepts of Retailing and Wholesaling and its role in the market. And also able to understand Pricing and Capturing Customer Value	Lectures, PowerPoint Presentations & Group Discussion Case Studies	Exam + Class Activities

#### 4. ASSESSMENT WEIGHTING

Assessment	Percentage of final mark (%)
Mid-term Examination - 1	25
Mid-term Presentation - 2	25
Class Activity (Participation/ Case Discussion/ Presentation/ Quiz)	10
Final Examination	40
<b>TOTAL</b>	<b>100%</b>

#### 5. ACHIEVING A PASS

The student will achieve pass by accumulating 50% of the course total allocated marks.

Letter grade distribution is as follows:



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**Grading system**

GRADE	VALUE	GRADE
A	4.0	95-100
A-	3.7	90-94
B+	3.3	85-89
B	3.0	80-84
B-	2.7	75-79
C+	2.3	70-74
C	2.0	65-69
C-	1.7	60-64
D+	1.3	55-59
D	1.0	50-54
F	0.0	0-49

6. COURSE CONTENT (Indicative)		
WEEK	LECTURE TOPIC	TIME (HOURS)
1	INTRODUCTION AND OVERVIEW OF COURSE Marketing - Creating and Capturing Customer Value	3
2	<b>Company and Marketing Strategy - Partnering to Build Customer Relationships</b>	3
3	<b>Managing Marketing Information To Gain Customer Insights</b>	3
4	<b>Understanding Consumer and Business Buyer Behavior</b>	3
5	<b>Business market and Business Buyer behavior</b>	3
6	First Mid-Term test	3
7	<b>Products, Services, and Brands, Building Customer Value</b>	3
8		3



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	<b>Product and Service Strategy</b>	
9	<b>Developing New Products and Managing the Product Life-Cycle</b>	3
10	<b>Pricing: Understanding and Capturing Customer Value</b>	3
11	Class Discussion and Solving Case study Class presentation	3
12	<ul style="list-style-type: none"> <li>Identify and define the other important external and internal factors affecting a firm's pricing decisions</li> </ul>	3
13	<b>Revisions of chapters &amp; Second Mid Term</b>	3
14	<b>Retailing and Whole selling</b>	3
15	Revision for Final Exam	3
	<b>TOTAL HOURS</b>	<b>48</b>
1 - 15	Plus <b>RECOMMENDED INDEPENDENT STUDY HOURS</b>	<b>48</b>
	<b>TOTAL COURSE HOURS</b>	<b>96</b>

**7. RECOMMENDED READING**

**Core text/s:**

MRKT201- The Principles of Marketing- Gary Armstrong & Philip Kotler Edition 11<sup>th</sup>

**Library + online resources:**