

MKT 530: Principles of Marketing

This course introduces the fundamentals of marketing (key concepts, methods of analysis, strategies and tactics) critical to managing profitable customer relationships in today's dynamic and connected business environment. In this course, students will be introduced to marketing strategy and elements of marketing analysis; customer analysis, company analysis and competitor analysis. It will familiarize students with the elements of the marketing mix (product, pricing, promotion, and distribution strategies). It will also enhance students problem solving and decision making abilities by learning to leverage strategic marketing analysis to inform tactical marketing mix decisions; while providing them with a comprehensive framework to evaluate marketing decisions and to create successful marketing initiatives.

Course Contents:

Marketing in changing world: Creating customer value and satisfaction; Strategic planning and the marketing process; Global marketing environment
Marketing research and information systems; Consumer markets and consumer buying behavior; Business markets and business buying behavior
Marketing segmentation; Targeting; and positioning for competitive advantage
Product and services strategy; new products development and product life-cycle strategies
Pricing products: Pricing considerations and approaches; Pricing strategies
Distribution channels and logistics management; Retailing and wholesaling
Integrated marketing communication strategy; Advertising; Sales promotion and public relations;
Personal selling and sales management; Direct and online marketing
Competitive strategies: Building long lasting customer relationships

Text Books:

-) Philp, Kotler and Gary Armstrong: Principle of Marketing, McGraw Hill, Co.
-) William J. Stanton: Fundamental of Marketing, Etzel, and Walker McGraw Hill