

Jooust

School of BUSINESS AND ECONOMICS

COURSE OUTLINE

MBA809 MARKETING MANAGEMENT

Course lecturer: mr. mutichiro Samuel odera.

INTRODUCTION

Definition, nature and scope of marketing: the role of marketing in business and society and functions of marketing management

Marketing planning process

Objectives of marketing planning, types of marketing plans control process and techniques

MARKETING RESEARCH

Meaning and importance

Need importance types and limitations of market research: marketing research project

MARKETING ENVIRONMENT

The nature of the competitive environment, principles of competition: competitive advantage, and concepts of competitive analysis

Analyzing buyer/ consumer demographics and behavior

Important variables in consumer demographics: why understand the consumer, theories of consumer behavior, industrial buyer

FORECASTING

Market potential, sales potential, sales forecast: comparisons of forecasting methods: importance of judgment

MARKETING ORGANIZATION

The need for marketing organization: organizational Structures: factors influencing organizational structures

MARKETING STRATEGY

Principles of marketing strategy :important marketing strategies –mass marketing product differentiation and segmentation, strategy positions ,marketing share strategy, criteria of sound strategy.

Organizing, planning and implementating tactical marketing activities

Product and service tactics, pricing, physical and channel distribution tactics: advertising and publicity: sales promotion and management tactics.

MARKETING AND OTHER ENTITIES

The law and marketing, impact of law on marketing: antitrust. Product and promotion laws

Ethics and social responsibility in marketing

Ethical percepectives and systems

Resolving social responsibility issues

Course Assignment

EXAM	60%
CAT AND	30%
ASSIGNMENT	10%
TOTAL	100%

TEACHING METHODOLOGY

The course will be carried out by use of lectures, tutorials, group discussions, case studies and assignments.`

Instructions materials

Materials such as marker pen, handouts, laptops, flash disk shall be used.

Recommended Text Books

Marketing: Berowitz ,Kerin andRudelius,1996,Times Mirrior/Moresby college publishing.

Marketing-concepts and decision Making :Gross and Peterson,West publishing co. 1989

Principles of marketing:phillip kottler and Armstrong.prentice Hall India.

Principles of marketing .Phillip Kotler ,Prentice Hall, India,Millennium Edition

Service marketing, Valerie A.Zeithamall and Mary jr.Bitner,1996,McGraw Hill co.LTD.