

Course Code : MGT 20325

Course Title : Marketing

Credit Value : 2.5

Year and Semester : Year 2 Semester I

No of Contact Hours : 30 hours of Lectures and 15 hours of tutorials

Aims and Objectives

This course unit provides learning partners with the knowledge of basic concepts and theories in marketing management with more practical and specialized knowledge on application of marketing strategies and planning of marketing programs. Special reference will be given to the application in the Sri Lankan context.

Learning Outcomes

On completion of this course unit learning partners should be able to:

- Explain the role marketing plays in organizations and appreciate the cross-linkage involved.
- Identify the basic concepts, theories and practices of marketing management
- Identify different marketing problems faced by organizations in the changing marketing environments.
- Evaluate past, present and potential future marketing situations.

Contents

- A. Introduction to Marketing
- B. Marketing Environment
- C. Marketing information system
- D. Creating customer value and satisfaction
- E. Consumer behavior
- F. Segmentation, targeting and positioning
- G. Product strategy and new product development
- H. Pricing strategy
- I. Placing
- J. Marketing communication and advertisement
- K. Retaining and direct marketing
- L. Service marketing

A. Introduction to Marketing

- 1. Definition of Marketing
- 2. Role of Marketing in a company
- 3. Understanding markets in the 21st century

B. Marketing Environment

1. Understand the elements of the Marketing environment
2. Implications of company business/product strategy
3. Analysing the marketing environment

C. Product Strategy

1. Setting product strategies to achieve market leadership positions
2. Components of market offerings
3. Product characteristics and classifications
4. Product Levels: The customer value hierarchy

D. Branding

1. Building Brand strategies
2. Brands and Brand Perceptions
3. Brand positioning and brand personality
4. Corporate Branding

E. International Marketing

1. Introduction to International Market
2. Building International marketing strategy
3. Building International product strategy

F. Marketing Communication Strategy

1. The Marketing Communication Mix
2. Changing communication environment
3. The Communication Process
4. Stages in developing an effective communication strategy

G. Marketing Segmentation and Positioning

1. Requirements of marketing segmentation
2. Bases of marketing segmentation – consumer markets
3. Bases of marketing segmentation – industrial markets
4. Steps in marketing segmentation, targeting and positioning
5. Levels of market segmentation

H. Strategic Marketing Planning Process

1. Developing Strategic Plans for sustainable development
2. Budgeting and budgetary controls

I. Developing leadership strategies for the 21st century marketing environment**Recommended Reading**

- Kotler, P., Armstrong, G., Agnohotri, P. Y.m and Haque, E. U. (2010). *Principles of marketing, a South Asian perspective*, 13th ed. India: Prentice Hall.
- Kotler P. and Keller, K.L. (2012). *Marketing Management*. 14th ed. Boston: Pearson

Assessments

- Continuous Assessments 40%
- Final Examination 60%