

Principles of Marketing

Course Title	Principles of Marketing		
Course Code	MKT200B	Course Type	Business Course
Credit	3	Contact Hours	45
Prerequisites	None	Co-Requisites	None
Duration	15 weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	25	1. Developing marketing strategies and plans
2. Asian Expertise	25	2. Capturing marketing insights and performance
3. Creative Management Mind	25	3. Connecting with customers
4. Cross Cultural Communication	5	4. Building strong brands
5. Social Responsibility	20	5. Shaping the marketing offerings
		6. Delivering and communicating value
		7. Creating successful long-term growth

Course Description

Marketing is an interesting and dynamic field. Students usually confuse with Advertising and Promotion. In this course, you will learn the nature and the scope of "principle of marketing" of which advertising and promotion are only two facets of marketing. From this course, you will have a (the) great opportunity to think strategically about marketing in (the) global perspectives. After the completion of this course, you will have a deeper understanding of marketing such as the marketing mix - 4P (product, place, promotion and price), customer segmentation, marketing metrics, consumer behavior, customer value and corporate social responsibility. Furthermore, you will have an (the) opportunity to evaluate certain types of marketing strategies. The most important concept of marketing for corporations is a motivation to satisfy its customers' requirements. It means that all marketing strategies are based on a corporate orientation to business that synthesizes every corporate function to meet its customers' needs and wants.

Learning and Teaching Structure

The Course will be taught as a mixture of lectures, exercises and case studies. Important strategic concepts will be introduced via classroom lecture and discussion while exercises and case studies will allow the student to gain knowledge of the practical aspects of strategic management on a holistic basis, and see these concepts applied in real-life situations.

Assessment	%	Text and Materials
Attendance	20	Title: Principles of Marketing
Participation, Final Project, Assignment	30	Edition: 14th edition (2013)
Midterm Examination	20	Author(s): Philip Kotler & Gary Armstrong
Final Examination	30	Publisher: Pearson (ISBN-13: 978-027375243-1)

Course content by Week

1	Defining Marketing, Company and Marketing Strategy
2	Analyzing the Marketing Environment, Managing Marketing Information to Gain Customer Insight
3	Consumer Markets and Consumer Buyer Behavior, Business Markets and Business Buyer Behavior
4	Customer-Driven Marketing Strategy, Product, Services and Brands
5	New Product Development and Product Life-Cycle Strategies, Pricing
6	Midterm Examination
7-8	Pricing Strategies, Marketing Channels, Retailing and Wholesaling
9	Communicating customer Value
10	Advertising and Public Relations, Personal Selling and Sales Promotion
11	Direct and Online Marketing, Creating competitive Advantage
12	The Global Marketplace,
13-15	Class Presentations, Review and Final Examination