

Program	BS Business Education
Semester	2 <sup>nd</sup>
Credit hours	3
Pre-requisite	None
Course Title	BSBE 309 Fundamentals of Marketing
Introduction	The course introduces a comprehensive range of professional marketing thought and action, in the framework of the marketing management process. The course introduces the marketing functions within profit and not-for-profit organisations and looks at the processes available to manage these organisational functions. Topics: the nature and purpose of marketing, the need for customer orientation, evaluating markets, targeting market opportunities, assessing buyer behaviour, the role of market information, products and services, pricing, distribution and promotion. Students undertake a marketing audit of a firm as part of their assessment.
Learning Outcome	By the end of this course students should be able to: <ol style="list-style-type: none"> <li>1. View marketing as a co-ordinated and integrated effort of an organisation to satisfy relevant customer's needs and at the same time meets organisational goals;</li> <li>2. Identify opportunities and challenges presented to organisations and subsequently develop marketing objectives and strategies based on integrating the key elements of marketing;</li> <li>3. Apply a range of theories to analyse opportunities in complex marketing contexts;</li> <li>4. Evaluate data, information, and evidence within a complex context to arrive at marketing decisions;</li> <li>5. Develop an appreciation of ethical issues within the marketing function;</li> <li>6. Present with engaging/persuasive presentation;</li> <li>7. Communicate effectively in writing; and</li> <li>8. Participate constructively in group/team situations to achieve goals and deadlines</li> </ol>
Course Content	<p><b>INTRODUCTION TO MARKETING</b></p> <ul style="list-style-type: none"> <li>• Marketing and the Society</li> <li>• Importance and scope of marketing</li> <li>• Definition of marketing</li> <li>• Nature and concept of marketing</li> </ul> <p><b>MARKETING ENVIRONMENTS</b></p> <ul style="list-style-type: none"> <li>• The Marketing environment <ul style="list-style-type: none"> <li>o Macro environment</li> <li>o Micro environment</li> </ul> </li> <li>• Environmental scanning and monitoring</li> </ul> <p><b>MARKETING &amp; STRATEGY</b></p> <ul style="list-style-type: none"> <li>• Strategic planning</li> </ul>

	<ul style="list-style-type: none"> <li>• Strategic marketing planning</li> <li>• Forecasting marketing demand</li> </ul> <p><b>MARKETING DECISIONS</b></p> <ul style="list-style-type: none"> <li>• Information required for marketing decisions</li> <li>• Reasons for obtaining information</li> <li>• Marketing research</li> </ul> <p><b>CONSUMER BEHAVIOUR</b></p> <ul style="list-style-type: none"> <li>• Information for purchase decisions</li> <li>• Consumer decision process</li> <li>• Influence of social and psychological factors</li> <li>• Market implications</li> </ul> <p><b>MARKET SEGMENTATION AND TARGETING</b></p> <ul style="list-style-type: none"> <li>• Factors for Segmentation</li> <li>• Selecting the target market</li> <li>• Developing the positioning and target market strategies</li> </ul> <p><b>PRODUCTS AND SERVICES</b></p> <ul style="list-style-type: none"> <li>• Definition of product and services</li> <li>• Classification of consumer goods</li> <li>• Classification of business goods</li> </ul> <p><b>PRODUCT DEVELOPMENT AND LIFE CYCLE</b></p> <ul style="list-style-type: none"> <li>• Product development process and commercialization</li> <li>• Product life cycle stages and its implications</li> </ul> <p><b>PRICING</b></p> <ul style="list-style-type: none"> <li>• Overview of pricing</li> <li>• Importance of pricing</li> <li>• Break even analysis</li> <li>• Factor effecting pricing decisions</li> </ul> <p><b>SETTING THE PRICE AND RELATING STRATEGIES</b></p> <ul style="list-style-type: none"> <li>• Pricing objectives <ul style="list-style-type: none"> <li>o Sale based objectives</li> <li>o Profit based objectives</li> </ul> </li> <li>• Status quo Pricing</li> <li>• Price strategy</li> </ul> <p><b>PRICING TECHNIQUES AND THEIR APPLICATIONS</b></p> <ul style="list-style-type: none"> <li>• Cost based pricing</li> <li>• Cost plus pricing</li> <li>• Target pricing</li> <li>• Floor pricing</li> </ul>
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	<p><b>DISTRIBUTION</b></p> <ul style="list-style-type: none"> <li>• Importance of distribution channels</li> <li>• Selecting a channel of distribution</li> <li>• Retail functions in distribution</li> <li>• Recent trends in wholesaling and retailing</li> </ul> <p><b>PROMOTION</b></p> <ul style="list-style-type: none"> <li>• Importance and types of promotion</li> <li>• Channels of communication</li> <li>• Objectives, budgeting and promotional mix</li> <li>• Legal environments of promotion</li> </ul> <p><b>ADVERTISEMENT AND PUBLICITY</b></p> <ul style="list-style-type: none"> <li>• Scope of advertisement and publicity</li> <li>• Characteristic of advertisement and publicity</li> <li>• Development, planning and implementation of advertising plan</li> <li>• Evaluating the success and failure of promotional plan</li> </ul> <p><b>INTRODUCTION To E-BUSINESS</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Different trends</li> <li>• Rules of doing e-business</li> <li>• E-business application in the market</li> </ul>
References	<p>Kotler, P., Armstrong, G. (2018). <i>Principles of Marketing A South Asian Edition</i>. ISBN: 978-0-13-607941-5</p> <p><b>SUPPLEMENTARY BOOKS</b></p> <p>Stanton, William J. and Others (2000). <i>Fundamentals of Marketing</i>. McGraw Hill.</p> <p>McCarthy, E.J. and Perreault, W.K. (1997) <i>Basic Marketing</i>. Irwin.</p> <ul style="list-style-type: none"> <li>➤ Michael Harker , Marketing</li> <li>➤ Charles W. Lamb, MKTG</li> <li>➤ Kotler Philip, According to Kottler</li> <li>➤ Carl D. McDaniel, Marketing Research Essentials</li> <li>➤ Kerin/ Mcdonel, Marketing</li> <li>➤ Theodore Levitt, Marketing Imagination</li> <li>➤ Cotler, The deadly marketing sins</li> </ul>
Teaching/ Learning Strategies	<p>Lecture</p> <p>Multimedia presentations</p> <p>Cooperative Learning</p> <p>Non creditor workshops and seminars.</p>

	Active Learning	
Evaluation Criteria	Course Evaluation	
	Assignments	20
	Mid Semester Test	25
	Final Project	15
	Final Test	40
	Total	100