

Objective:

Principles of Marketing offers the students an overview of the information required to identify key marketing terms, language, and concepts. The program details the elements of the marketing mix, the stages of the product life cycle, and the proper steps to implement the market segmentation process specifically.

The pivotal role that marketing plays in gaining the edge over the competition by capturing more market share than the competitor. This course explains if students know the basic principles/concepts of marketing they can use these in every aspect of their business to gain the extra advantage.

Components and Outline

Introduction to Marketing	Importance, evolution, types, terminology.
Identifying Customer Needs	Analysis of micro and macro environment,
Designing Of Marketing Offers	Market segmentation, Target marketing, Positioning, Differentiation, Value proposition.
Marketing Mix	

Suggested Readings:

Kotler & Armstrong, *Principles of Marketing*, 13 Editions, Prentice-Hall 2010,

Course work plan: (16 weeks)

The 16 weeks may be divided according to the teacher's convenience and choice at 1 week per assignment or 2 weeks per assignment leading to 16 assignments or 8 assignments respectively. It is a flexible method of time division and the only focus is on the proper impartation of course objectives and the contents as stated above.