

MKT202e Marketing Management

Level: 2

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

E-Learning: FULL - Learning is done ENTIRELY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. There are no face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

MKT202e Marketing Management aims to provide students with an introduction to marketing management and seeks to provide insights into the key concepts and general activities associated with the marketing function. It focuses on the fundamentals of consumer behavior, market research, segmentation, target marketing and positioning, branding and marketing mix management.

The course also aims to build students' knowledge and skills in the managerial aspects of marketing with a focus on the development and execution of marketing plans and programmes.

Topics:

- Defining Marketing
- Analysing Marketing Environment
- Conducting Market Research
- Creating Long-term Loyalty Relationships
- Analysing Consumer Markets
- Identifying Market Segments and Targets
- Crafting Brand Positioning
- Marketing of Products
- Marketing of Services
- Developing Pricing Strategies & Programmes
- Designing and Managing Integrated Marketing Channels
- Designing and Managing Integrated Marketing Communications
- Managing Mass Communications
- Managing Personal Communications
- Tapping in a Global Markets

Textbooks:

Philip Kotler, Kevin Lane Keller: Marketing Management Global Edition 15 Pearson
ISBN-13: 9781292092713-AA

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Learning Outcome:

- Describe the role of marketing within an organization and explain the key concepts of marketing
- Summarise and give examples of the various steps in environment and market analysis
- Execute various options based upon the results of market research and advise on options for the organisation
- Examine market segmentation and the purpose of targeting and positioning
- Examine the fundamental factors that influence consumer behaviour
- Examine the consumer management process including value, satisfaction and loyalty
- Describe the role of the marketing-mix in the process of market development
- Describe the role of product in managing a marketing effort
- Discuss how services are marketed
- Compare pricing strategies
- Explain the role of marketing channels and value networks in managing a marketing effort
- Summarise the role of integrated marketing communications in managing a marketing effort
- Examine the marketing communication tools such as advertising, sales promotions, events, public relations, personal selling and direct marketing
- Discuss the impact of the global environment on marketing decision-making
- Apply marketing principles and practices to real and hypothetical situations
- Analyse information and apply them to particular marketing scenarios
- Demonstrate course competence through discussions
- Demonstrate the essential knowledge and interpersonal skills to work effectively in a team
- Demonstrate written proficiency
- Make oral presentations in areas related to marketing management

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
PRE-COURSE QUIZ	1
QUIZ	1
QUIZ	1
QUIZ	1
QUIZ	1
DISCUSSION BOARD	7
DISCUSSION BOARD	8
GROUP BASED ASSIGNMENT	30
Sub-Total	50

Examinable Component	Weightage (%)
Written Exam	50
Sub-Total	50

Weightage Total **100**