

# **MKT531 Contemporary Marketing**

**Level:** 5

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

## **Synopsis:**

Contemporary Marketing focuses on providing students with marketing management principles that are needed by successful marketing managers. The course is structured to enable students to understand the key decision-making processes involved when formulating, implementing and controlling marketing programmes. Topics selected are based on the strategic marketing decisions marketers need to make in today's business world. These include understanding segmentation, targeting and positioning; how individual consumers and organisations make decisions in a digitally networked world; and strategies involving the marketing mix in changing market situations.

## **Topics:**

- Marketing Management Process
- Consumer and Organisational Markets and Buying Behaviour
- Researching and Measuring Market Opportunities
- Segmenting and Targeting
- Differentiation and Positioning
- Product and Pricing Decisions
- Distribution Channel Decisions
- Integrated Promotion Decisions
- Marketing Strategies for a Digitally Networked World
- Marketing Strategies for New and Growing Markets
- Marketing Strategies for Mature and Declining Markets
- Implementing and Controlling Marketing Programmes
- Ethics in Marketing

## **Textbooks:**

John W Mullins & Orville C Walker, Jr: Marketing Management: A Strategic Decision Making Approach 8 Mcgraw Hill  
ISBN-13: 9780071326377-AA

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**Learning Outcome:**

- Evaluate the role of marketing in developing successful business strategies
- Assess market opportunities
- Compare consumer and organisational markets and buyer behaviour
- Evaluate and propose marketing mix decisions
- Design strategic marketing programmes for selected situations
- Organise and plan effective implementation and control of marketing programmes
- Evaluate ethical issues in marketing
- Apply marketing principles and practices to real and hypothetical situations
- Synthesise information and apply them to particular marketing scenarios
- Demonstrate the essential knowledge and interpersonal skills to work effectively in a team
- Demonstrate writing proficiency
- Make oral presentations in areas related to marketing management

**Assessment Strategies:**

<b>Continuous Assessment Component</b>	<b>Weightage (%)</b>
PRE-COURSE QUIZ	10
GROUP BASED ASSIGNMENT	25
PARTICIPATION	15
<b>Sub-Total</b>	<b>50</b>

<b>Examinable Component</b>	<b>Weightage (%)</b>
ECA	50
<b>Sub-Total</b>	<b>50</b>

**Weightage Total** **100**