## COE 2201 MARKETING MANAGEMENT

**Description:**

This course provides an introduction to all aspects of marketing, including strategic marketing planning, marketing research, product planning and development, promotion planning, distribution and pricing. It provides an understanding of the theories of the marketing mix variables, and a practical application in the context of the marketing management cycle processes of research, planning, organization, implementation and control. The latter part of the program examines the process of marketing management in different sectors of the economy

It actually provides a fundamental base for other Marketing courses, such as Strategic Marketing Planning, Industrial Marketing, Marketing Research, International Marketing, and Services Marketing. It’s intended as a practical tool on how to make right decisions on marketing mix strategies. This course also has a fit with such integrative courses as Strategic Management, International Business, and Financial Management etc.

**Course Objectives**

The course will help the students to achieve the following objectives:

* + - * Identify a target market
			* Understand buyer behaviors
			* Examine factors that influence their buying decisions
			* Develop appropriate marketing strategies.

**Learning Outcomes**

Students should be able to

* Assess appropriate marketing strategies used in businesses
* Evaluate factors that influence the buying decisions
* Appreciate the holistic role of marketing in a firm
* Distinguish between the specific nature of different markets, goods and service
* Understand the theories and practices behind the marketing mix variables
* Develop knowledge of and skill in the operating techniques of the marketing management cycle processes
* Examine the marketing context of relevant sectors in the economy.

**Intellectual, practical and transferable skills**

* Problem solving skills
* Team work
* Communication

**Teaching and Learning Patterns**

* Use of case studies
* class discussions
* straight lecture
* Group presentations

**Indicative Content**

The Strategic Role of Marketing, Analyzing the Marketing Environment, Consumer/ Organizational Markets and Buying Behavior, Market Segmentation, Industry and Competitor Analysis, Developing Strategic Marketing Programs, Product Decisions, Pricing Decisions, Distribution Decisions, Promotion mix decisions, Business and marketing strategies implementation, Monitoring and Controlling Marketing Programs

**Assessment Method**

The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests.

Each course in the programme shall be assessed on the basis course work and final examination represented as

Course work assessment 30%

 Final Examination 70%

 100%

The minimum mark required to pass is 50%, this includes course work and final examination. Each course in the programme is allowed a maximum of three hours for final examination

**Indicative Sources**

1. Kotler, P. and Keller,K.L. (2006)[Marketing Management (12th Edition) (Marketing Management)](http://www.amazon.com/Marketing-Management-12th/dp/0131457578/ref%3Dpd_bbs_sr_1?ie=UTF8&s=books&qid=1208844575&sr=1-1)
2. Kotler, P. (2002)[Marketing Management](http://www.amazon.com/Marketing-Management-Philip-Kotler/dp/0130336297/ref%3Dpd_bbs_sr_3?ie=UTF8&s=books&qid=1208844575&sr=1-3)
3. Peter,P.J. and Donnelly,J.H. (2007)[A Preface to Marketing Management](http://www.amazon.com/Preface-Marketing-Management-Paul-Peter/dp/0073380962/ref%3Dsr_1_5?ie=UTF8&s=books&qid=1208844575&sr=1-5)
4. Kotler, P. and Keller,K.L. (2008) [Framework for Marketing Management, A (4th Edition)](http://www.amazon.com/Framework-Marketing-Management-Philip-Kotler/dp/0136026605/ref%3Dsr_1_7?ie=UTF8&s=books&qid=1208844575&sr=1-7)
5. Nordhielm,C. (2005)[Marketing Management: The Big Picture](http://www.amazon.com/Marketing-Management-Picture-C-Nordhielm/dp/0471756687/ref%3Dsr_1_8?ie=UTF8&s=books&qid=1208844575&sr=1-8)
6. Hutt,M.D and Speh,T.W. (2006)[Business Marketing Management: B2B](http://www.amazon.com/Business-Marketing-Management-Michael-Hutt/dp/0324316852/ref%3Dsr_1_10?ie=UTF8&s=books&qid=1208844575&sr=1-10)
7. Winer,R (2006)[Marketing Management](http://www.amazon.com/Marketing-Management-Russ-Winer/dp/0131963341/ref%3Dsr_1_11?ie=UTF8&s=books&qid=1208844575&sr=1-11)
8. Mullins,J. Walker,O. and Boyd,H. (2009)[Marketing Management: A Strategic Decision-Making Approach](http://www.amazon.com/Marketing-Management-Strategic-Decision-Making-Approach/dp/0073381160/ref%3Dsr_1_9?ie=UTF8&s=books&qid=1245764885&sr=1-9)
9. Kotabe,M. and Helsen,K. (2007)[Global Marketing Management](http://www.amazon.com/Global-Marketing-Management-Masaaki-Kotabe/dp/0471755273/ref%3Dsr_1_11?ie=UTF8&s=books&qid=1245764885&sr=1-11)
10. Marshall,G and Johnston,M. (2009)[Marketing Management](http://www.amazon.com/Marketing-Management-Greg-Marshall/dp/0073529796/ref%3Dsr_1_13?ie=UTF8&s=books&qid=1245764999&sr=1-13)
11. Capon,N. and Hulbert,J.M. (2001)[Marketing Management in the 21st Century](http://www.amazon.com/Marketing-Management-21st-Century-Capon/dp/013915695X/ref%3Dsr_1_16?ie=UTF8&s=books&qid=1245764999&sr=1-16)
12. Kotler,P. Keller,K. (2008)[Framework for Marketing Management: Integrated PharmaSim Simulation Experience (4th Edition)](http://www.amazon.com/Framework-Marketing-Management-Integrated-Simulation/dp/0136083447/ref%3Dsr_1_18?ie=UTF8&s=books&qid=1245764999&sr=1-18)Interpretive Simulations