Course Code: BCOM E2015
Title: Marketing Management
Type/Status: Core

Aims:
This course unit is designed to provide knowledge on fundamentals of marketing management, marketing mix, concepts of consumer behavior and develop a marketing plan.

Learning Outcome: By the end of this course unit, students should be able to:
- define marketing and its core concepts
- describe value propositions
- explain the concept of segmentation, targeting and positioning
- describe the elements of marketing mix
- explain the concepts of consumer behavior
- formulate a marketing plan

Course Content:
Introduction to Marketing; Core concepts of Marketing; Marketing Orientation; A customer-value typology, Value Chain Analysis; Marketing Environment; Marketing Information System; Marketing Research; Segmentation, Targeting and Positioning; The Product; Service Marketing; Pricing Strategies; Distribution; Marketing Communication; Fundamentals of Consumer Behaviour; Marketing Strategies and marketing plan.

Method of Teaching & Learning:
Seminar & self learning

Scheme of Evaluation:
End year examination

Recommended Readings:

