

COURSE SYLLABUS

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| COURSE TITLE: | PRINCIPLES OF MARKETING | COURSE CODE: | MKTG130 |
| PREREQUISITES: | None | SEMESTER: | SPRING 2020 |
| INSTRUCTOR: | Mr. Baber Mirza | CREDITS: | 3 |
| EMAIL: | Muhammad.BaberMirza@gmail.com or BMirza@groupe-igs.fr | SCHEDULE: | Thursdays G1 08h30 – 11h30 G2 11h30 – 14h30 |

NOTE: CLASSES HELD AT EAUBONNE CAMPUS – GET DIRECTIONS & TRAVEL INSTRUCTIONS

When you enter the CDFAS from the main gate, go right and continue to the small building called SALLE DE FORMATION. At the reception, you can ask where the ABS or IGS class is. You can ask my class by my name MIRZA.

COURSE DESCRIPTION:

An introduction to the basic concepts and practices of modern marketing: what is marketing and how is marketing done; the marketing environment; segmentation and targeting; positioning; the 4 Ps of the marketing mix (product, price, promotion, place).

Welcome onboard to your first lesson in a subject infused with stories of success and failures of various organizations relative to marketing their product and services. Marketing is a subject that has transcended from practice to theory unlike other subjects which go from theoretical analysis to market practices. Marketing requires you to be an artist and a scientist. You have to be creative and yet conform to the realities of economics, finance, sociology, and also strategy. Marketing, in essence, is all about bringing value and an experience to the customer base and also, getting return on that value through feedback and profitable customer relationships. This course will require you to be attentive and professional. But above all, I expect all of you to participate and be creative. If you make mistakes, I will be here to guide you to a better understanding of the subject matter. Don't be afraid to speak your mind. I will make sure that you will have a memorable and pleasant experience learning marketing concepts. Good luck.

COURSE OBJECTIVES:

- To familiarize you with the elements of the marketing mix.
- To increase your awareness of the strategic decisions behind today's top brands.
- To engage the students with the concept of The Five Major Value Themes:
 1. Creating value for customers to capture value from customers in return.
 2. Building and managing strong, value creating brands.

- Marketing is all about creating customer value and building profitable customer relationships
- Develop a compelling value proposition.
- Understand that marketing is a philosophy that guides the entire organization.

In addition to the above, students will develop and understanding of:

- **Consumer behavior and psychology:** consumer motivation and decision process
- **Power of Branding:** traditional bases of market segmentation and how it aids marketing strategy.
- **Marketing strategy:** corporate objectives, competitor analysis and competitive strategy.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

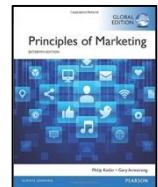
- To be clearly define Marketing in its proper context with regards to customer relationship building and profit making
- To be able to assess the external marketing environment of any given company
- To be able to analyze the behavior of the consumer mind set with respect to their choices, attitudes and interests
- To be able to build a capable strategy for marketing of any product or service and create a professional action plan from it

MANDATORY TEXTBOOK:

Principles of Marketing: by Philip Kotler 15th Global Edition. ISBN-13: 978-1292092485

(You can use the older or latest version provided it is not the EUROPEAN edition.)

Having the book is imperative in any form (EBook, Online version, or Physical copy).



EVALUATIONS:

The final grade will be determined as follows:

| Particulars | Grade |
|--|-------|
| Case studies | 25% |
| Online exercises | 25% |
| Final Report | 20% |
| Final Presentation (Video Format only) | 15% |
| Participation / class exercises | 10% |

Presence in class is mandatory. More than 2 absences will lead to a failing grade.

GRADING CRITERIA:

Grades will be based on the standard ABS Grading Rubrics available on become.

COURSE SCHEDULE:

| Dates | Session Content |
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| Session 1 30 JAN | <p>Marketing: Creating and Capturing Customer Value: Define marketing and outline the steps in the marketing process. Explain the importance of understanding customer and the marketplace and identify the five core marketplace concepts.</p> <p>Company and Marketing Strategy: Discuss how to design business portfolios and develop growth strategies. Explain marketing's role in strategic planning and how marketing works with its partners to create and deliver customer value.</p> |
| Session 2 6 FEB | <p>Analyzing the Marketing Environment: Describe the environmental forces that affect the company's ability to serve its customers. Explain how changes in the demographic, economical, technological, political, and cultural environments affect marketing decision and how companies should react to these changes.</p> |
| Session 3 13 FEB | <p>Consumer Markets and Consumer Buyer Behavior: Define the consumer market, the model of consumer buying behavior, and the major factors that influence buyer behavior.</p> |
| Session 4 20 FEB ONLINE | <p>Consumer behavior continued</p> |
| Session 5 27 FEB | <p>Customer-Driven Marketing Strategy: Define the major steps in designing a customer-driven marketing strategy (market segmentation, targeting, differentiation, and positioning).</p> |
| Session 6 5 MAR | <p>Products, Services, and Brands: Define product and their major classifications. Describe the decisions companies make regarding their products, product lines, and product mix. (NOTE THIS CLASS IS ON THURSDAY TECHNICALLY) the assignment will be due the same day</p> |
| Session 7 12 MAR ONLINE | <p>Products, Services, and Brands continued</p> <p>SEE YOU AFTER SPRING BREAK</p> |
| Session 8 26 MAR | <p>New Product Development and PLC Strategies: Explain how companies find and develop new ideas. Define the steps in new product development process.</p> |
| Session 9 2 APR ONLINE | <p>Choosing your pricing policy Part 1 and 2 These 2 modules will be reviewed by the students online followed by an exercise.</p> <p>NO CLASS NEXT WEEK DUE TO COMPANY CASE</p> |
| Session 10 16 APR | <p>Distribution and Promotion: These 2 modules will be reviewed by the students online followed by an exercise.</p> |



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| Session 11 23 APR | The Marketing Plan: Appendix A from course book. A class assignment on how to prepare a real marketing plan. |
| Session 12 30 APR | Final Presentations – Attendance is mandatory. Failure to attend will lead to an F grade. LAST SESSION WILL BE AT PARODI CAMPUS |

The schedule of Final Exams will be confirmed and published by 31 March 2020. The last day of the semester is 15 May 2020. DO NOT PLAN ANY TRAVEL BEFORE THIS DATE AS THERE ARE NO MAKE-UP EXAMS.