



COURSE PROFILE

SUMMER SEMESTER-2016

(MKT 324) PRINCIPLES OF MARKETING

Level of Knowledge: Basic knowledge.

Course Intention: This course provides a basic understanding of marketing concepts of need satisfying products and services in domestic and international markets. The format of the course consists of lectures, case discussions, application exercises, projects, exams, and in-class group assignment and presentations.

Course Assessment:

Item/Activity	Marks
Work Sheet (Including Class Attendance & 2 Class Tests)	25%
Assignments & Presentations	10%
Mid-term test	25%
Final examination	40%
Total	100%

Grading and Point System:

Marks obtained (out of 100)	Letter Grade		Grade Point (4 point scale)
80% and above	A+	(A plus)	4.0
75% to less than 80%	A	(A regular)	3.75
70% to less than 75%	A-	(A minus)	3.50
65% to less than 70%	B+	(B plus)	3.25
60% to less than 65%	B	(B regular)	3.0
55% to less than 60%	B-	(B minus)	2.75
50% to less than 55%	C+	(C plus)	2.50
45% to less than 50%	C	(C regular)	2.25
40% to less than 45%	D	(D regular)	2.0
less than 40%	F	(Fail)	0.0

Note: I (Incomplete) may also be used under the provision of VUB regulations.

DETAILED CONTENTS:

Lecture no.1 & 2	Marketing: Managing Profitable Customer relationships # what is marketing? Understanding the market place and customer needs. Designing a customer-driven marketing strategy. Preparing an integrated marketing plan and program. Building customer relationships. Capturing value from customer. The new marketing landscape.
Lecture no. 3 & 4	Company and Marketing Strategy: Partnering to Build Customer relationships # Companywide strategic planning. Planning marketing. Marketing strategy and marketing mix. Measuring and managing return on marketing investment
Lecture no. 5 & 6	The Marketing Environment # the company's microenvironment. The company's macro environment. Responding to marketing environment
Lecture no.7 &8	Managing Marketing Information # assessing marketing information needs. Developing marketing information. Marketing research. Analyzing marketing information. Other marketing information considerations
Lecture no. 9 & 10	Consumer Market and Consumer Buyer Behavior # Model of consumer behavior. Characteristics affecting consumer behavior. Types of buying decision behavior. The buying decision process. The buyer decision process for new products. Consumer behavior across international borders
Lecture no. 11 & 12	Business Markets and Business Buyer Behavior # Business Markets. Business buyer behavior. Institutional and government markets
Lecture no.13	Presentation
MID TERM EXAM	
Lecture no. 14 & 15	Customer- Driven Marketing Strategy: Creating Value for Target Customers # Market segmentation. Market targeting. Differentiation and positioning
Lecture no.16 & 17	Product, Services and Branding Strategy # What is a product? Product and service decisions. Branding strategy. Service marketing

Lecture no. 18 & 19	New Product Development and Product Life-Cycle Strategies # New-product development strategy. The new product development process. Managing new product development. Product life cycle strategies. Additional product and service considerations
Lecture no. 20 & 21	Pricing Products: Understanding and capturing Customer Value # What is a price? Factors to consider when setting Prices
Lecture no. 22 & 23	Pricing Products: Pricing Strategies # New-Product Pricing Strategies. Product mix pricing strategies. Price adjustment strategies. Price changes. Public policy and Pricing
Lecture no. 24	Presentation

Text Book:

Principles of Marketing- Philip Kotler & Gary Armstrong

Reference Book:

Marketing Management - Philip Kotler & Kevin Lane Keller

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