



COURSE TITLE : PRINCIPLES OF MARKETING

COURSE NUMBER : MKTG 210

CREDITS : 3

PREREQUISITE : NONE

ECTS CREDITS : 6

OFFERED : FALL & SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

An examination of the social and economic implications of marketing for profit and nonprofit institutions, market structure and behavior, marketing institutions, channels of distribution for consumer and industrial goods, pricing and promotion.

COURSE OBJECTIVES & INSTRUCTIONAL METHODOLOGY :

To give the student a basic overview of marketing and marketing management. The student will be expected to develop a sound understanding of the marketing environment, issues which need to be resolved prior to decision-making, and the implementation of marketing policies by means of the tools provided by the marketing mix.

The course is developed through lectures, discussion and group/individual presentations of case studies. Students are expected to thoroughly read text materials and participate in class discussion. Will be covered in class :

- Introduction : What is Marketing ? The 4 P's
- Marketing Environment & Research; Consumer Markets & Consumer Behavior
- Organizational Markets & Organizational Buyer Behavior
- Measuring/Forecasting Demand & Market Segmenting
- Designing Products; Pricing Strategies
- Distribution Channels ; Retailing & Wholesaling
- Communication & Promotion; Advertising
- Personal Selling ; Competitor Analysis
- International Marketing ; Marketing & Society

TEXT : *Principles of Marketing*, Kotler/Armstrong et al, Prentice Hall, 5th European Ed, 2010

EVALUATION : The final grade will be made up of class participation, articles and case studies handed in (40%), a mid-term test (30%) and the final examination (30%).

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