



DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY

BBA 2103: PRINCIPLES OF MARKETING

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Course Purpose

As consumers, we each experience what could be marketing case studies every day. We are exposed to thousands of advertising messages. We develop needs, research solutions, evaluate options, and make purchases, and experience satisfaction or disappointment. This makes marketing a particularly stimulating subject for teachers and learners, since its practical application is visible every day. Old rules of marketing are no longer useful to those who want to influence these new consumer's choices. This course will lead the exploration of the leading edge of this paradigm shift that is now underway. The course introduces students to the concepts and processes of marketing and takes them deeper into the work of marketing.

Learning Outcomes

1. Develop new products and services
2. Identify the marketing process and how it fits into business operations
3. Scan the marketing environment
4. Formulate pricing strategies for products and services
5. Differentiate between categories of consumer criteria for determining value
6. Analyze advertising, sales promotion, and public relations
7. Identify market segments and targets
8. Recall the strategies used within each of the marketing mixes
9. List best practices for responsible marketing and how to manage marketing efforts

Course outline

| SESSION | TOPICS |
|---------|---|
| ONE | ✓ Marketing overview (definitions) <ul style="list-style-type: none">• Key marketing terms• What is marketed |
| TWO | ✓ Marketing Philosophies <ul style="list-style-type: none">• Production concept• Product concept• Selling concept• Marketing concept• Societal marketing concept |
| THREE | ✓ Marketing Environment <ul style="list-style-type: none">• Micro environment• Macro environment |
| FOUR | ✓ Marketing Information Systems |

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