

COURSE CODE: MKG510M

COURSE TITLE: Principles of Marketing

DEPARTMENT: Marketing and Advertising **Management**

### **COURSE DESCRIPTION:**

This course covers the Principles and Basic Concepts of Marketing. Primary emphasis is made on the four basic elements of Marketing (the Marketing Mix) - Product, Price, Placement, and Promotion. The concepts as well as its application in Philippine industry and market are discussed. Students are encouraged to prepare a simple marketing program and develop a hypothetical product for presentation at the end of the term as a result of all the class lessons.

### **REFERENCES:**

- Kotler et al. (2017). Principles of Marketing 17th edition, Pearson
- Kotler et al. (2017). Principles of Marketing: An Asian perspective.
- Suplico-Jeong et al. (2018). DLSU Marketing Case Folio, Pan Asia Book Exchange Inc.

### **READINGS:**

- Dui, R. (2018). Assessing the Relationship of Competency and Productivity of Filipino Seafarers, ATIFTAP, ISSN- 2362-7832. Porter, M. (1996).
- What Is Strategy? Harvard Business Review 74, no. 6 (November–December 1996): 61–78. Kucukbay,
- F., & Araz, C. (2016). Portfolio selection problem: A comparison of fuzzy goal programming and linear physical programming. An International Journal of Optimization and Control, 6(2), 121-128. doi:<http://dx.doi.org/10.11121/ijocta.01.2016.00284>.