

**Course Code:** MADFUND

**Course Title:** Marketing Fundamentals

**Course Description:**

This course covers Marketing as an integrative discipline for business students. Building on the previous learnings, emphasis now is on how each of the 4-7 P's of Marketing contributes to the success of the commercial endeavor to answer the needs of each business discipline. Marketing Principles will be presented as relevant foundational frameworks that the different business disciplines can count on to deliver their profit goals, making marketing principles accountable for influencing and directing business strategy. Different real-world scenarios will be presented to show that marketing activities complete business plans and humanize the linear disciplines and extend analytical horizons.

**Department:** Marketing and Advertising

**Required text and materials**

Perrault, William D. Jr. 2005. Basic Marketing, New Jersey: McGraw Hill International

**Other References**

Kotler, P., & Keller, K. (2012). Marketing Management. New Jersey: Prentice Hall.

**ONLINE RESOURCES:**

Bhasin, H. (2017). People in the marketing mix – The 5th P of marketing mix. Marketing 91.

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Clark, B. (2011). Consumer Needs – Functional or Emotional? 24K Marketing. Helping Businesses Unlock Growth.

Consumer Research- Examples, Process and Scope. (n.d.). Question Pro.

Gudat, S. (2020). What is consumer or customer research? Types, examples & best practices. Customer Communications Group, Inc.

Magers, D. (2016). I Second that Emotion - Using Emotional Intelligence to Drive Customer and Employee Engagement. Mattersight.

Media Habits in the New Normal – an online study room edition of The Huddle Room. (2020). The Huddle Room.

Radu, V. (2021). Consumer behavior in marketing – patterns, types, segmentation. Omniconvert.

Robertson, G. (2016). How to find your brand's functional and emotional benefits. LinkedIn.

Roth, L. (n.d.). 4 Types of Market Research to Fuel Your Marketing Strategies. Alexa Blog.

Smith, K. (2016). How to Understand and Influence Consumer Behavior. Brand Watch .

The 7 Ps of marketing. (2017). Queensland Government. Business Queensland.

Viau, B. (2020). 6 Examples of Brand Repositioning That Renewed Company Growth. Market Veep. Marketing Made Human.

What is Physical Evidence? (n.d.). The Red Bike Marketing.