

Course Code: MARKET1 / FDNMARK

Course Title: Principles of Marketing

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.

Department: Marketing and Advertising

Required text and materials

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

Other References

Go, Josiah. 2001. Fundamentals of Marketing,

Lamb, Hair, and MC Daniel. Essentials of Marketing 2, Newspapers, magazines, and marketing journals.