

Course Code: MARKMGT

Course Title: Marketing Management

Course Description:

This course is designed to provide learners with knowledge on the fundamental concepts and practices of Marketing in the context of the new economy. It will focus on the formulation and implementation of marketing strategies in the areas of brand equity, products and services, pricing, distribution, advertising, promotion, and competition. These strategies will be discussed considering the current business environment including realities such as hyper competition, digitalized technologies, and empowered consumer. The course will also help learners gain a good understanding of administrative processes where Marketing plays a role in the game of demand creation, customer satisfaction, and customer relation management. Furthermore, it will show how ethical and socially responsible Marketing practices can help in nation building.

Department: Marketing and Advertising

Required text and materials

Marketing Management 14th Edition – Philip Kotler