



BBA 12053: Marketing Management

Level: 2000

Number of Credits : 03

Course Description

Marketing as a business function plays a central role in business organizations in achieving organizational goals and objectives. This course provides an understanding of the key concepts, tools and strategies of marketing by shedding a light on the role of marketing in business context.

Intended Learning Outcomes

At the end of this course, the student will be able to;

- Understand the core concepts of marketing,
- Identify the key elements of a marketing plan,
- Appraise the role of marketing in business context,
- Apply marketing skills and strategies to capitalize on market opportunities.

Teaching/Learning Methods

Lectures, Tutorials, Presentations, Case Studies, Group Discussions, and Workshops

Methods of Assessment

In-course Assessments	: 30%
End Semester Examination	: 70%

Course Contents

- 1 Marketing philosophy and core concepts
- 2 Marketing mix
- 3 Marketing environment
- 4 Marketing information
- 5 Consumer markets and consumer buying behavior
- 6 Business markets and business buying behavior
- 7 Market segmentation, targeting, and positioning
- 8 New-product development process and product life-cycle strategies
- 9 Product and branding strategies
- 10 Pricing approaches and strategies
- 11 Marketing channels strategies
- 12 Marketing communications strategies
- 13 Competitor analysis and competitive strategies

Recommended Reading

- 1 Kotler P. & Armstrong G. (2020). Principles of Marketing, (18th Ed.). Prentice Hall, New Delhi.