



**Curriculum - 2023**

**BBA Hons (Entrepreneurship) Degree Program**

**Faculty of Management and Finance**

**University of Ruhuna**

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**BBA 12053: Marketing Management**

**Level: 1000**

**Number of Credits : 03**

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**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 the course, the student will be able to;

- Identify the core concepts of marketing
- Identify different marketing management philosophies
- Appraise the role of marketing in business context
- Develop marketing skills to manage relationships with different stakeholders
- Apply marketing strategies to capitalize on market opportunities

**Teaching/Learning Methods**

Lectures, Tutorials, Case studies, Group Discussions, Seminars, and Workshops

**Methods of Assessment**

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

**Course Contents**

1. Marketing philosophy and core concepts
2. Marketing environment
3. Marketing information Systems
4. Consumer markets and consumer buying behavior
5. Market segmentation, targeting, and positioning
6. Product and branding strategies
7. Marketing Services
8. Pricing approaches and strategies
9. Distribution strategies
10. Integrated Marketing communications strategies
11. Introduction to Global Marketing

**Recommended Readings**

1. Kotler P. & Armstrong G. *Principles of Marketing*, Pearson/Prentice Hall/The latest edition.