



Faculty of Management and Finance
Bachelor of Business Administration Honours in Human Resource Management
Degree Programme
Course Unit Information Sheet

Course Code		BBA 12053			
Course Name		Marketing Management			
Semester		1000 Level - Semester II			
Credit Value	3	Core/Optional	Core	GPA/NGPA	GPA
Hourly Breakdown		Lectures	Practical	Independent Learning	
		45 hours	-	105 hours	
Course Description Marketing as a business function plays a central role in business organisations in achieving organisational goals and objectives. This course provides an understanding of the key concepts, tools, and strategies of marketing by shedding light on the role of marketing in business contexts.					
Intended Learning Outcomes				PLO Alignment	
At the end of the course unit, the student shall be able to,					
1. Identify the core concepts of marketing.				1, 2	
2. Identify different marketing management philosophies.				1, 2, 3	
3. Appraise the role of marketing in business context.				1, 3, 5, 6	
4. Develop marketing skills to manage relationships with different stakeholders.				2, 3, 4, 5, 7, 11, 13	
5. Apply marketing strategies to capitalise on market opportunities.				3, 5, 6, 9, 10, 14, 15	
Course Content				Hours	ILOs
1. Marketing Philosophy and Core Concepts				6	1
2. Marketing Environment				3	1, 2
3. Marketing Information Systems				3	1, 2
4. Consumer Markets and Consumer Buying Behaviour				6	1, 2, 3
5. Market Segmentation, Targeting, and Positioning				6	1, 2, 3
6. Product and Branding Strategies				6	1, 2, 3
7. Marketing Services				3	1, 2, 3
8. Pricing Approaches and Strategies				3	1, 2, 3
9. Distribution Strategies				3	1, 2, 3
10. Integrated Marketing Communications Strategies				3	1, 2, 3
11. Introduction to Global Marketing				3	1, 2
Teaching Methods					
Lectures, Tutorials, Case studies, Group Discussions, Seminars, and Workshops.					
Assessment Methods					
In-course Assessments 30 %		Final Examination 70 %		Total: 100%	
Recommended Reading					
1. Kotler, P., & Armstrong G. <i>Principles of Marketing</i> , Pearson/Prentice Hall. The latest edition.					

