

Department: School of Business

Course Name Marketing

Hours per week 3

Number of Credits 3

Course Description **Marketing** is the activity for creating, communicating, delivering, and exchanging offerings that benefit its customers, the organization, its stakeholders, and society at large (AMA, 2007). Marketing’s first objective: discover the needs of prospective consumers. It focuses on the needs of its target market—one or more specific groups of potential consumers toward which an organization directs its marketing program. After selecting its target market consumers, the firm must take steps to satisfy their needs. A marketing department must develop a complete marketing program to reach its target market. To do this, it uses “the four Ps”—a shorthand reference for: product, price, promotion, and place. The essence of successful marketing is to provide unique value to gain loyal customers.

The course is designed to serve as an introduction to the theory and practice of marketing; and to provide students with a full picture of marketing. The course will be a mix of lectures, cases discussions, individual assignments, group project and written examination.