
COURSE OUTLINE

1

Course Name and Code	INTRODUCTORY MARKETING I MKT1040	(2006-2007)
-----------------------------	-------------------------------------	-------------

Total Hours	45
--------------------	----

Credits	3
----------------	---

Prerequisite(s)

Corequisite(s)

Course Description

This course introduces the student to the basic theories and concepts in marketing as well as an understanding of how these concepts are applied in the management of a company in both domestic and global markets.

Course Outcomes

Successful completion of this course will enable the student to:

1. Discuss with examples, the extension of marketing into a wide spectrum of our society.
2. Define and distinguish the marketing concept and illustrate its application with examples from business or the business press.
3. Define the uncontrollable environmental forces that impact on marketing and show how they apply to real-life or business press examples of business situations.
4. Discuss the nature and significance of ethics and social responsibility in marketing.
5. Discuss the nature and scope of global marketing and world trade.
6. Discuss and show application of diverse theories of buying behaviour including relevant sociological and psychological theories.
7. Distinguish between primary and secondary research to obtain elementary marketing data.
8. Distinguish between industrial markets and consumer markets.
9. Define traditional market segments and use the concepts of targeting and positioning to make elementary segmentation decisions.
10. Discuss in simple terms how the marketing mix may be strategically planned to overcome weaknesses and take advantage of strengths of a business.

