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Course outline For Introduction to Marketing

Option: LP1

Course objectives

At the end of this course students will be able:

- Use the SWOT analysis in the marketing decision making process
- Execute marketing segmentation strategies
- Be able to open the consumer black box
- Understand how targeting take place
- Be able to execute marketing positioning and repositioning strategies
- Be able to fix prices in competitive markets
- Decide on appropriate distribution strategies in function of the market and organisational variables
- Use the knowledge of the Amsofe matrix to make marketing decisions
- Be able to classify the products of the enterprise with the use of the BCM matrix
- Be able to develop competitive strategies with the use of Porters model of industrial competition
- Match different marketing strategies to the product life cycle in order to make them remain competitive in the market

PROGRESSION PLAN

MONTH	WEEK		COURSE: MARKETING MANAGEMENT
	NO	PERIOD	MATERIAL TAUGHT
SEPTEMBER	1		General Introduction marketing as marketing mix Competition as origin of marketing Consumers and suppliers market The emergence and evolution of marketing The industrial revolution and suppliers market The industrial revolution and consumers market The misunderstanding of marketing: Marketing as accountant mkg Marketing as marketing department mkg Marketing as sales
	2		What is change in marketing: do we really have to change? Who needs marketing? Definition of marketing Chapter Two; The marketing environment The micro mkg environment: Customers, suppliers, competitors, Marketing intermediaries Resellers. Physical distribution Marketing service agencies
	3		
OCTOBER	4		Financial intermediaries etc The macro environment The legal environment The socio-cultural environment The political environment The technological environment Demographic environment Chapter 3: Segmentation, Positioning and Marketing mix The segmentation procedure
	5	8 to 12 pm	Marketing research, consumer behaviour and homogeneous consumer groups Why we bother about segmentation How segmentation take place How to select a target market Marketing strategies 1.Undifferentiated strategy or mass 2.Differentiation: 3.Concentrated marketing

			<p>Positioning</p> <p>How do benefits mix with positioning strategies?</p> <p>Chapter Four: Production decisions</p> <p>Why do customers buy products</p> <p>What is a product</p>
			<p>chapter Five: Production Decision</p> <p>Customers buy benefits.</p> <p>Types of products</p> <p>What is product quality and how do you measure it?</p> <p>How managers measure quality</p> <p>Why don'ts great products win all the time?</p> <p>What is a product portfolio and How do you balance it?</p> <p>How to manage a NPD process?</p>
NOVEMBER	6		<p>How do new products enter the market?</p> <p>product life cycle, competition and the role of research in the product concept</p> <p>product life cycle</p> <p>How a product designer create competitive advantage</p> <p>Chapter Six: Pricing Decisions</p> <p>Our pricing objective</p> <ol style="list-style-type: none"> 1- Survival:. 2- Maximum current revenue: 3- Maximum sell growth: 4- Market skimming 5- Product quality leadership
	7		<p>Developing pricing strategies</p> <p>What price should a manufacturer charge?</p> <p>How many types of cost are there?</p> <p>Why we should avoid a price war at all cost ?</p> <p>Do customers feel the same about prices?</p> <p>Why cost oriented to pricing is wrong</p> <p>Why is the market orientated to pricing</p> <p>What are logistics</p>
	8		<p>Chapter Seven Distribution Decision</p> <p>Why is dull distribution so important?</p> <p>What are your distribution strategies?</p> <p>What are the distributor's responsibilities</p>

			<p>Are retailers really required</p> <p>Do you need a big sales force</p> <p>Is armchair shopping here to say</p>
	9		<p>How do you select a distribution channel?</p> <p>How do you choose a distributor?</p> <p>How do you control distribution?</p> <p>Chapter Eight: Introduction to service marketing</p>
DECEMBER			
	10		<p>Why are service industries growing too fast?</p> <p>What are the characteristics that separate products from services?</p> <p>What category of service are we in?</p>
	11		<p>How do we measure quality in services?</p> <p>Why the four p's are inadequate when marketing services</p> <p>How does looking after employee pay dividends</p> <p>How low contact services can be separated from high contact services</p> <p>How are services distributed?</p>
JANUARY	12		<p>Chapter Nine : Introduction to marketing strategies</p> <p>Developing Strategic Marketing Programs</p> <p>Business strategies and marketing planning</p> <p>The marketing planning process</p> <p>The fit between business and marketing strategies</p> <p>Marketing products and services</p>

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References

- *Andrew, (2010), Strategic marketing management, Bookboom.com, Andrew wally and venture publishing APS
- *Roger B Christopher M,(2010), Customer relationship management
- *Richard, M. S and Gilligan, (2005), *Strategic Marketing Management, Planning, Implementation and Control*, Third Edition, Heinemann
- *Smith, P. R. (2003), Great Answers to Tough Marketing Questions, Second Edition, Kogan Limited
- *William D, Perreault, and Jerome McCarthy. (2003), Essentials of Marketing, A Global Managerial Approach, New York: Mc Graw Hill Irwin