

Brief Course Description

The student learns the essentials of marketing for customer and clients. The course provides a general overview of marketing with a focus on specific job skills in typical marketing lifecycle, selling, customer relationship and communication.

Course Prerequisites

N/A.

Learning Objectives

Upon completion of this course the successful student will have reliably demonstrated the ability to:

- *Recall and describe the concept of value.*
- *Recall and describe pricing strategies.*
- *Recall and describe consumer and buyer psychology.*
- *Recall, describe and demonstrate concepts of consumer segmentation, targeting and positioning.*
- *Recall and describe how to analyze the marketing environment.*
- *Recall and describe how to create a brand strategy.*
- *Demonstrate and analyze the 4Ps and various marketing channels.*
- *Recall, describe and demonstrate communicating customer value.*
- *Demonstrate business writing and presentation skills.*

Required course materials

*Textbook: Marketing: An Introduction, 6/E – Armstrong, Kotler, Trifts, Buchwitz
ISBN – 10: 0134470524
ISBN -13: 9780134470528
Pearson*

*Chapter 1 – Creating and Capturing Customer Value
Chapter 2 – Partnering to Build Customer Relationships
Chapter 4 – Analyzing the Marketing Environment
Chapter 6 – Buyer Behavior
Chapter 7 – Segmentation, Targeting, Positioning
Chapter 8 – Developing Products and Services
Chapter 9 – Brand Strategy
Chapter 10 – Pricing
Chapter 11 - Channels
Chapter 13 – Communicating Customer Value*

Equipment: Laptop or Notebook, Microsoft Office 2013 (minimum), WiFi and Internet ready

Course Duration

- *Length of course 80 hours (20 x 4 weeks)*

- Homework Hours** • *Students can expect 40-50 hours of self study*
- Delivery Methods** ☒ *In-class instruction*
- Teaching Methods**
- *Classroom Instructor Lead: 40 hours*
 - *Demonstration: 10 hours*
 - *Supervised Group Work/Project Work: 20 hours*
 - *Student Presentations: 10 hours*
 - *Self study (homework): 40-50 hours*
- Method(s) of Student Evaluation**
- *Assignments 4 x 5% = 20%*
 - *Midterm Exam 1 x 15% = 15%*
 - *Final Exam 1 x 30% = 30%*
 - *Presentation and Written assignment 1 x 25% = 25%*
 - *Participation 1 x 10%*
 - *Total: 100%*
- Completion Requirements**
- *Student must achieve a final mark of 70% for student evaluation*
 - *Student must attend 80% of classroom hours.*

Week	Topics Covered
1	Creating Value, Partnering for Customer Relationship, Marketing Environment
2	Buyer Behaviour, Segmentation, Developing Products/Services
3	Brand, Pricing
4	Channels, Communicating Value, Student Presentation