



**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

Chaper 9 – Brand Strategy

Chapter 10 - Pricing

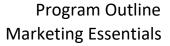
Chapter 11 - Channels

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