



LANDMARK UNIVERSITY, OMU-ARAN

COURSE COMPACT TEMPLATE

COLLEGE: Business and Social Sciences

DEPARTMENT: Business Studies

PROGRAMME: Business Administration

COURSE COMPACT for: 2017/2018

Course

Course code: BUS215

Course title: Principles of Marketing

Credit unit: 3

Course status: Compulsory

Lecturer's Data

Name of the lecturer: Prof. Jackson, Miss Adenike Bello

Qualifications obtained: B.Sc. Economics, M.Sc. International Business and Ph.D. in view

Department: Business Studies

College: Business and Social Sciences

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Office Location: Room 215, 2nd floor, 2nd College Building

Consultation Hours: Tuesdays 12 – 3 p.m., Friday 12 – 2 p.m.

INTRODUCTION TO THE COURSE

Course Description: The principle of marketing is influenced by various perspectives and is interdisciplinary, evidenced by research ranging across numerous fields of study. Universities, manufacturers, retailers, and all other businesses engage the market researchers that explore the best possible ways marketing activities are conducted to maximise corporate efficiency, effectiveness and profitability. Given the diversity of the approaches and levels, it is important that students are encouraged to apply the principles of marketing in growing the economy. To avail the students with how the Nigerian economy, the following topics will be discussed: Introduction to Marketing and Marketing revolution, Marketing concept; marketing process; product and pricing policies, distribution and promotion, marketing environment, marketing strategy and SWOT analysis techniques; segmenting markets; and marketing planning process.

Course Justification: The study of the principles of marketing will enlighten students about various marketing activities in the nation. Application of the principles will also orientate students on the need to grow and protect the domestic industries against unfair completion from more technologically advanced overseas firms. It will enable students to be familiar with principles of marketing adopted globally, thereby, applying such to marketing in the Nigerian context.

Course Objectives: On completion of this course, candidates should be able to have appreciable understanding of the following:

- the meaning of marketing and differentiate between variables such as selling, advertising, sales promotion and marketing research

- fundamental concepts of marketing
- marketing evolution from the early eras of barter trading, mass production and selling to marketing concept that appreciates the customer across the value chain
- roles of marketing in an organization
- marketing process and marketing environment
- components and strategies of the marketing mix

Course Content: concept of marketing, marketing revolution and marketing process, marketing research, product and pricing policies, marketing environment, marketing strategy, SWOT analysis techniques, segmenting markets and consumer buying behaviour.

Course Expectations:

S/N	GRADING	SCORE(%)
1.	Continuous Assessments <ul style="list-style-type: none"> • C.AI • C.AII (Mid-Semester Test) • C.AIII 	<p>7%</p> <p>15%</p> <p>8%</p>
2.	Final Examination	70%
3.	Total	100

Course Delivery Strategies:

To enjoy maximum delivery of this course, students will be encouraged to participate. Therefore, lecture and collaboration method will be adopted. Students will also work on term paper which will be presented in the class.

Course Duration:

3hr

LECTURE CONTENT

Module 1

Week 1

Topic: Introduction to Marketing

Objectives: At the end of the lecture, students should be able to understand the following:

- Concept of Marketing
- Various definitions of marketing
- Importance of marketing
- Functions of marketing
- Principles of marketing concept

Description:

First hour:

The first 2 hours of lecture will be focused on the above course objectives.

Second hour:

1 hour will be focused on tutorials and class discussion.

Study Question:

1. Give various definitions of marketing
2. Discuss the principles of marketing

Reading/ study List

- Enikanselu S.A (2008). Basic Marketing, 3rd edition, Lagos, Enyko Consult. ISBN 978-978-088-195-5
- Osuagwu L (2006) Introduction to Marketing, revised edition, Lagos, Management review limited. ISBN 978-32718-4-9
- Kotler.P, Armstrong. G (2013) Principles of Marketing, 4th edition, Essex, Pearson Education limited ISBN 978-0-273-77982-7
- Kotler.P, Keller. K. L (2006) Marketing Management, 12th edition, New Delhi. ISBN-81-203-2799-3

Module 1

Week II

Topic: Evolution of Marketing

Objectives: At the end of the lecture, students should be able to understand the following:

- History of marketing
- Marketing era
- Marketing in the 21st century

Description:

First hour:

The first 2 hours of lecture will be focused on the above course objectives.

Second hour:

1 hour will be focused on tutorials and class discussion.

Study Question:

1. Differentiate the various era of marketing.
2. Describe the 21st century marketing

Reading/ study List

- Enikanselu S.A (2008). Basic Marketing, 3rd edition, Lagos, Enyko Consult. ISBN 978-978-088-195-5
- Kotler.P., Armstrong. G (2013) Principles of Marketing, 14th edition, Essex, Pearson Education limited ISBN 978-0-273-77982-7
- Kotler.P., Keller. K. L (2006) Marketing Management, 12th edition, New Delhi. ISBN-81-203-2799-3

Module 2

Week III

Topic: Marketing Environment

Objectives: At the end of the lecture, students should be able to understand the following

- Meaning of marketing environment
- Internal macro environment
- External micro external environment
- Competition

Description

First hour:

The first 2 hours of lecture will be focused on the above course objectives.

Second hour:

1 hour will be focused on tutorials and class discussion.

Study Question:

1. Discuss the various environments of the market
2. Discuss the interaction between the market and the business

Reading List

- Enikanselu S.A (2008). Basic Marketing, third edition, Lagos, Enyko Consult. ISBN 978-978-088-195-5
- Osuagwu L (2006) Introduction to Marketing, revised edition, Lagos, Management review limited. ISBN 978-32718-4-9
- Kotler.P, Armstrong. G (2013) Principles of Marketing, fourteenth edition, Essex, Pearson Education limited ISBN 978-0-273-77982-7

Module 3

Week IV

Topic: Product Classification, Branding and Packaging

Objectives: At the end of the lecture, students should be able to understand the following

- Definition of product
- Product levels
- Product classification
- Types of consumer goods
- Product mix

Description

First hour:

The first 2 hours of lecture will be focused on the above course objectives.

Second hour:

1 hour will be focused on tutorials and class discussion.

Study Question:

1. Discuss the concept of product
2. Pick 10 consumer products in Nigeria and classify them accordingly

Reading List

- Enikanselu S.A (2008). Basic Marketing, 3rd edition, Lagos, Enyko Consult. ISBN 978-978-088-195-5
- Kotler.P, Armstrong. G (2013) Principles of Marketing, 4th edition, Essex, Pearson Education limited ISBN 978-0-273-77982-7
- Kotler.P, Keller. K. L (2006) Marketing Management, 12th edition, New Delhi. ISBN-81-203-2799-3

Module 3

Week V

Topic: Product Classification, Branding and Packaging (11)

Objectives: At the end of the lecture, students should be able to understand the following:

- Branding
- Brand decisions
- Why branding
- Advantages and disadvantages of branding
- Packaging and labeling
- Types and importance of branding, packaging and labelling

Description:

First hour:

The first 2 hours of lecture will be focused on the above course objectives.

Second hour:

1 hour will be focused on tutorials and class discussion.

Study Question:

1. Discuss various types of branding
2. Discuss the concept of packaging and labelling

Reading List

- Enikanselu S.A (2008). Basic Marketing, 3rd edition, Lagos, Enyko Consult. ISBN 978-978-088-195-5
- Kotler.P, Armstrong. G (2013) Principles of Marketing, 4th edition, Essex, Pearson Education limited ISBN 978-0-273-77982-7
- Kotler.P, Keller. K. L (2006) Marketing Management, 12th edition, New Delhi. ISBN-81-203-2799-3

Module 4

Week VI

Topic: New Product Development and Product Life Cycle (I)

At the end of the lecture, students should be able to understand the following

- Definition and concept of New Product Development
- Reasons for introducing New Product
- Steps in Product innovation

Description:

First hour:

The first 2 hours of lecture will be focused on the above course objectives.

Second hour:

1 hour will be focused on tutorials and class discussion.

Study Question:

1. Discuss reasons for developing new products
2. Discuss the categories of new products
3. What errors must the company avoid in the process of innovating new products?

Reading List

- Enikanselu S.A (2008). Basic Marketing, 3rd edition, Lagos, Enyko Consult. ISBN 978-978-088-195-5
- Osuagwu L (2006) Introduction to Marketing, revised edition, Lagos, Management review limited. ISBN 978-32718-4-9
- Kotler.P, Armstrong. G (2013) Principles of Marketing, 4th edition, Essex, Pearson Education limited ISBN 978-0-273-77982-7

Module 4

Week VII

Topic: New Product Development and Product life cycle (II)

Objectives: At the end of the lecture, students should be able to understand the following

- Product life cycle
- Discuss the stages of a typical product
- Discuss the strategies for survival at each stage

Description:

First hour:

The first 2 hours of lecture will be focused on the above course objectives.

Second hour:

1 hour will be focused on tutorials and class discussion.

Study Question:

1. With the aid of a diagram, describe the life cycle of a product
2. What strategies can business adopt at each cycle of a product?

Reading List

- Enikanselu S.A (2008). Basic Marketing, 3rd edition, Lagos, Enyko Consult. ISBN 978-978-088-195-5
- Osuagwu L (2006) Introduction to Marketing, revised edition, Lagos, Management review limited. ISBN 978-32718-4-9
- Kotler.P, Armstrong. G (2013) Principles of Marketing, 4th edition, Essex, Pearson Education limited ISBN 978-0-273-77982-7

Module 5

Week VIII

Topic: Marketing Channels: Delivering Customer Value (I)

Objectives: At the end of the lecture, students should be able to understand the following

- Supply chains and the value chain
- How value is added across members
- Channel management decisions
- Channel behavior and organization

Description:

First hour:

The first 2 hours of lecture will be focused on the above course objectives.

Second hour:

1 hour will be focused on tutorials and class discussion.

Study Question:

1. Discuss and differentiate between the concept of supply chain and value chain
2. Describe how each member / actor can add value to products at each stage

Reading List

- Enikanselu S.A (2008). Basic Marketing, 3rd edition, Lagos, Enyko Consult. ISBN 978-978-088-195-5
- Osuagwu L (2006) Introduction to Marketing, revised edition, Lagos, Management review limited. ISBN 978-32718-4-9
- Kotler.P, Armstrong. G (2013) Principles of Marketing, 4th edition, Essex, Pearson Education limited ISBN 978-0-273-77982-7
- Kotler.P, Keller. K. L (2006) Marketing Management, 12th edition, New Delhi. ISBN-81-203-2799-3

Module 6

Week IX

Topic: Marketing Research

Objectives: At the end of the lecture, students should be able to understand the following

- Defining the problem and research objectives
- Developing the research plan
- stages of marketing research
- Analyzing and using market information

Description:

First hour:

The first 2 hours of lecture will be focused on the above course objectives.

Second hour:

1 hour will be focused on tutorials and class discussion.

Study Question:

1. Discuss the steps required in carrying out market research
2. Discuss how customer information can be used

Reading List

- Kotler.P, Armstrong. G (2013) Principles of Marketing, 4th edition, Essex, Pearson Education limited ISBN 978-0-273-77982-7
- Kotler.P, Keller. K. L (2006) Marketing Management, 12th edition, New Delhi. ISBN-81-203-2799-3
- Enikanselu S.A (2008). Basic Marketing, 3rd edition, Lagos, Enyko Consult. ISBN 978-978-088-195-5
- Osuagwu L (2006) Introduction to Marketing, revised edition, Lagos, Management review limited. ISBN 978-32718-4-9

Module 7

Week X

Topic: Market Segmentation

Objectives: At the end of the lecture, students should be able to understand the following

- Concept of market segmentation
- levels of market segmentation
- Benefits of Segmentation
- Requirements for segmentation
- Bases for segmenting the market

Description:

First hour:

The first 2 hours of lecture will be focused on the above course objectives.

Second hour:

1 hour will be focused on tutorials and class discussion.

Study Question:

1. Discuss the basis for segmenting the market
2. What are the requirements for segmenting the markets

Reading List

- Kotler.P, Armstrong. G (2013) Principles of Marketing, 4th edition, Essex,

Pearson Education limited ISBN 978-0-273-77982-7

- Kotler.P, Keller. K. L (2006) Marketing Management, 12th edition, New Delhi. ISBN-81-203-2799-3
- Enikanselu S.A (2008). Basic Marketing, 3rd edition, Lagos, Enyko Consult. ISBN 978-978-088-195-5

Module 8

Week XI

Topic: Consumer Behaviour

Objectives: At the end of the lecture, students should be able to understand the following

- Model of Consumer Behaviour
- Characteristics Affecting Consumer Behaviour
- The Buyer Decision Process
- Types of Buying Decision Process
- Stages in the Organization Buying Process

Description:

First hour:

The first 2 hours of lecture will be focused on the above course objectives.

Second hour:

1 hour will be focused on tutorials and class discussion.

Study Question:

1. Discuss the model of consumer behaviour
2. Discuss the factors that can influence the consumer buying behaviour

Reading List

- Kotler.P, Armstrong. G (2013) Principles of Marketing, 4th edition, Essex, Pearson Education limited ISBN 978-0-273-77982-7
- Kotler.P, Keller. K. L (2006) Marketing Management, 12th edition, New Delhi. ISBN-81-203-2799-3
- Enikanselu S.A (2008). Basic Marketing, 3rd edition, Lagos, Enyko Consult. ISBN 978-978-088-195-5
- Osuagwu L (2006) Introduction to Marketing, revised edition, Lagos, Management review limited. ISBN 978-32718-4-9

Module 9

Week XII

Topic: REVISION

HOD's COMMENTS: _____

Name: _____ Signature _____ Date: _____
