

# Marketing Principles

## MNGT 4650

(Core)

### Course aims / objectives:

This course aims to equip all participants with a basic understanding of the role and practice of marketing in a modern commercial, government or not-for-profit organisation. Marketing is now widely recognised as one of the major ingredients for success in business today, particularly in an increasingly global and competitive business environment. Without a sound understanding of the wants and needs of customers, key stakeholders and key audiences, organisational success can't follow. From that understanding comes the development of integrated marketing plans and strategies designed to help ensure that the organisation achieves its vision, mission and strategic objectives.

At the end of this course students will be able to:

1. Explain the role of marketing within modern business, government and not-for-profit organisations
2. Explain the process and principles involved in developing and implementing marketing plans
3. Explain the forces which motivate and direct consumer and business purchasing behaviour
4. Explain the principles that underpin the development and application of marketing strategies for both physical goods and services in competitive environments
5. Apply these principles to various organisational settings

### Topics include:

- Introduction to Marketing
- Marketing and Corporate Strategy
- Segmentation, Targeting & Positioning
- Workshop – Understanding Case Studies and SWOT Analysis
- Consumer Markets
- Business to Business Buying Behaviour
- Marketing Research
- Designing Products and Services
- Services Marketing
- Case Study Activity and Workshop
- Distribution Channels
- Pricing Strategies
- Promotional Strategies
- Developing and Implementing Marketing Plans
- Group Research Presentations
- Exam Preparation/Briefing