

DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

University of Rajshahi
BBA Program
2nd Year 1st Semester 2020



Course Code	:	THM- 212
Course Title	:	Principles of Marketing
Course Instructor	:	Sanjana Sobhan
Address	:	Lecturer, Department of Tourism and Hospitality Management, University of Rajshahi.
Mobile No	:	01717390133

Rationale of the Course

This course is designed to serve as an introduction to the basic principles of marketing, practices, and the application of these practices. This course examines our present-day marketing system from a managerial point of view and has a current events component to help emphasize the marketing principles in today's business world. Subjects covered include consumers, market research and target markets, feasibility analysis, products, promotion, channels of distribution, pricing, international marketing and use of technology in marketing. The majority of class time will be spent in lecture discussing the various solutions to marketing cases by the application of marketing principles.

Objective/Learning Outcomes:

By the end of this course, students should be able to:

1. Define the term marketing and explain its role and importance in an individual firm and the overall economy.
2. Understand the importance of strategic marketing and know the basic outline for a marketing plan:
 - i) Analyze the external environment to identify opportunities or challenges to a business.
 - ii) Identify and classify marketing segments and targets, demonstrating the use of marketing research techniques.
 - iii) Create and use a mission statement, SWOT analysis and SMART goals
3. Describe the elements of the marketing mix (4Ps of marketing):
 - i) Product: Explain the use of product mix and life cycle in a marketing strategy
 - ii) Place / Marketing Channels: Identify different marketing channels and develop distribution strategies.
 - iii) Promotion / Advertising: Describe the role of advertising and public relations in marketing a product or service.
 - iv) Pricing: List and explain a variety of pricing objectives.
4. Create and present the components of a working marketing plan

Course Contents

Class	Topics to be Discussed
1.	Meaning and definition of marketing, core concepts of marketing, marketing management orientations, marketing process.
2.	Designing customer driven marketing strategy, Marketing strategy(market segmentation, market targeting, market differentiation and positioning) and marketing mix.
3.	Macro and Micro environment-responding to the marketing environment.
4.	Model of consumer behavior, characteristics affecting consumer behavior, types of buying decision behavior, the buyer decision process, buyer decision process for new products.
5.	Group/Individual Presentation (Group-1)
6.	Model of business buyer behavior, types of buying situations, business buying process,
7.	Product, levels of product and services, product and service classification, product and service decisions.
8.	Building strong brands, services marketing, characteristics of service, marketing strategies for service firms.
9.	New product development process, product life cycle strategies.
10.	First Tutorial Examination (1hour, Syllabus Classes 1-04)
11.	Meaning of price, factors to consider when setting price, new product pricing strategies.
12.	Product mix pricing strategies, price adjustment strategies.
13.	Group/Individual Presentation (Group-2)
14.	Importance of marketing channel, retailing, types of retailers, types of wholeseller.
15.	Promotion mix(advertising, sales promotion, personal selling, public relations, direct marketing).
16.	Personal selling process, sales promotion objectives, sales promotion tools.
17.	Group/Individual Presentation (Group-3)
18.	Integrated marketing communication, developing advertising strategy, advertising media,
19.	Marketing Research(Exploratory, Descriptive , Causal Research).
20.	Group/Individual Presentation (Group-4)
21.	Sustainable Marketing, Marketing's impact on society as a whole

22.	Consumer actions to promote sustainable marketing.
23.	Guest Lecturer
24.	Group/Individual Presentation (Group-5)
25.	Group/Individual Presentation (Group-6)
26.	Second Tutorial Examination (1 Hour, Syllabus Classes 06-09)
27.	Group Tour
28.	Problem Solving class

Text Books	:	Kotler.P., Armstrong G, Ang, S.H.,Leong, S.M., Tan, C.T.,Yau, O.H.M. (2017) Principles of Marketing: An Asian Perspective, 4th Edition, Singapore Pearson Education South Asia.
Reference Books	:	Kerin, R.A., Hartley, S. W., Rudelius, W. and Lau, G.T. (2013), Marketing in Asia 2nd Edition, Singapore, McGraw Hill.

Home Assignment (Individual):

Course Instructor will deliver the home assignment topic/s to the students on or before Class No. 15.

Home Assignment must be submitted by the students on or before 25th Class.

Students Assessment Details: Your grade will be based on the following weights:

Marks Distribution

1	Class attendance	10%
2	Presentation: Individual/Group, Class test 1 &2, Assignment etc.	20%
5	Final Examination	70%

Class Participation: 10% of your grade will come from your class participation. At various times, I will ask you to comment on intercultural issues and challenges. As I expect you to have read the material assigned for the class, a good level of preparedness is essential to obtain a good participation grade.

Presentation: Individual and Group presentation on the specific topics- 10%

Class test (two) Assignment/Report etc: 20% of your grade will come from the class tests, Report/Assignment. These will be based on class lecture and referred chapters from the book/s. Contemporary issues will be added extra value. The exam will mainly focus on multiple choice/true/false/short questions/Questions from a large number of questions etc.

Final Exam: 70% of your grade will come from the final exam and duration is 3 hours.

Students are requested to take any types of advices or discussions regarding academic or personal issues. Feel free to share your opinions at class. Two way communications can bring effective result. I am always ready to support you all. I believe together we can make a beautiful academic atmosphere. Wish you all a healthy life and remember “Live with no excuses & travel with no regrets”.