



CALWEST UNIVERSITY

Course Type: **Core**

Course Code: **MBA 602**

Course Name: **Marketing**

COURSE SYLLABUS

Students, please note that this is Core course. Recognized Prior Learning (RPL) for this course will be recognized. Students may do this course by (a) studying the course via Tubeclases OR (b) obtaining credit for similar studies done elsewhere based on membership grade within the sponsoring organization, the Institute of Certified Management Accountants.

1. Course Description

This course aims to provide students with the foundation for differentiating marketing from other organizational functions by fostering an understanding of markets, marketing concepts, key marketing issues and the relationship of these to society as a whole. This framework enables students to link their knowledge with the practicalities of marketing. The aim is to provide students with an understanding of the key concepts of marketing and to provide an insight into the role of marketing in an organization, and to provide an understanding of the main essentials of marketing. The subject is presented within a marketing planning framework in which marketing theories and concepts focus on the practical need of developing and implementing effective marketing strategies. It covers, in broad detail, the concepts and applications of marketing for consumer, business-to-business (including industrial) and service organizations.

3. Learning Objectives

1. Students will gain an understanding of the practice of providing goods or services that satisfies human desires.
2. Students will gain a broad critical perspective of the function and process of marketing.
3. Students will learn to read, analyze, illustrate and discuss marketing concepts.
4. Students will learn how to apply marketing principles and to apply marketing concepts to the real world.

4. Learning Outcomes:

To successfully complete this subject, a student should be able to:

1. Understand the nature and role of marketing.
2. Consider marketing in organizations and the environment of marketing.
3. Study consumer behavior, industrial buyer behavior, and market segmentation have an awareness and understanding of the concepts and theories of marketing.

4. Have an in-depth understanding of the scope of the marketing management function and its relationship with strategic management.
5. Apply these concepts, theories, tools and techniques to analyze internal and external environmental influences.
6. Devise appropriate marketing strategies within a marketing planning process.
7. Consider pricing policy and the development of a marketing plan.
8. Explain retailing, wholesaling and international marketing.
9. Measure the impact of promotion and communication.

4. Prescribed Reading (Compulsory)

Gary Armstrong and Philip Kotler, *Marketing: An Introduction*, Latest Edition, Prentice Hall,
<http://www.pearsoned.com/>

5. Student Resource Requirements

Students at Calwest require a Personal Computer or Laptop running Windows 10 or higher with 500 MB of RAM or higher; or an Apple Mac running Mac OS 10 or higher. They will also need access to a reliable high speed Internet connection Kbps/128 Kbps; and a Web browser.

6. Topic Outline

Topic No.	Topic	Text Book Chapter	Lecture Power Point
1	Marketing: Creating and Capturing Customer Value	1	1
2	Company and Marketing Strategy	2	2
3	Analyzing the Marketing Environment	3	3
4	Managing Marketing Information to Gain Customer Insights	4	4
5	Understanding Consumer and Business Buyer Behavior	5	5
6	Customer-Driven Marketing Strategy	6	6
7	Products, Services, and Brands: Building Customer Value	7	7
8	New Product Development and Product Life-Cycle Strategies	8	8
9	Pricing: Understanding and Capturing Customer Value	9	9
10	Marketing Channels: Delivering Customer Value	10	10
11	Retailing and Wholesaling	11	11
12	Engaging Consumers and Communicating Customer Value	12	12
13	Personal Selling and Sales Promotion	13	13
14	Direct, Online, Social Media, and Mobile Marketing	14	14
15	The Global Marketplace	15	15
16	Sustainable Marketing: Social Responsibility and Ethics	16	16

7. Assessment

There will be **Continuous Assessments** done throughout this course. All topics will have a **Topic Quiz** that needs to be satisfactorily answered prior to being allowed to access the next topic in the course. You are allowed 3 attempts in each Topic Quiz, so that you can revise the course material and master the topic before proceeding to the next topic in the course. Calwest keeps computer logs of all student activity in terms of accessing the course material and MCQs to ensure that sufficient time is being spent on online studies. Note that negative marks will be attached to wrong answers in the Topic MCQs, and this will affect the final assessment score. *Therefore, please study the course material before attempting the Topic MCQs.*

After completing all Topics (and Quizzes), your **Final Assessment** will be available for you to undertake online at a time of your convenience. There will be a time limit of *90 minutes* for the final assessment in which you will need to answer *80 multiple-choice questions* that will be randomly selected from the questions asked in the topic quizzes.

Please ensure that you have an undisturbed 90-minute time frame to undertake your Final Assessment as after 90 minutes your work will be automatically submitted and graded.

There will be only one attempt provided for the Final Assessment.

The Final Assessment will form over 80% of the weight given to your final course grade. The Balance 20% is obtained as an average of the scores you achieve in the Topic Quizzes.

8. Grading Criteria

Calwest University applies the following grading system in all courses:

A pass mark of 60% (grade of D which is a bare minimum pass) or above is required to satisfy the educational requirements of the university for completing the course. The grade assessments are as follows:

Below 60%: Fail	73-75% : C	85-88% : B+
60-64% : D	76-78% : C+	89-91% : A-
65-69% : D+	79-81% : B-	92-95% : A
70-72% : C-	82-84% : B	Over 95% : A+