

Course Title: Marketing Management

Mini Description:

An essential course that provides students with a deep understanding of marketing principles, consumer behavior, and strategic marketing decision-making.

Description:

This course explores the fundamental concepts and tools of marketing management, focusing on how organizations create, communicate, and deliver value to their customers. Students will learn to analyze market opportunities, design effective marketing strategies, and implement marketing plans in competitive environments. Topics include market segmentation, targeting, positioning, product development, pricing, distribution, and promotional strategies.

Duration: 40 Hours

Tuition Fee: \$450

Course Outline:

Introduction to Marketing Management: Understanding the role of marketing in business success and strategic planning.

Market Research and Consumer Behavior: Learning how to analyze consumer needs and preferences to design better marketing strategies.

Segmentation, Targeting & Positioning (STP): Identifying the right audience and positioning products effectively in the market.

Product and Brand Management: Strategies for product development, branding, and managing product life cycles.

Pricing Strategies: How to set prices that maximize profitability and market competitiveness.

Distribution and Supply Chain Management: Understanding channels of distribution and how to optimize them.

Integrated Marketing Communications (IMC): Planning and executing cohesive advertising and promotional campaigns.

Digital Marketing Essentials: Exploring online marketing, social media, SEO, and data analytics.

Marketing Ethics and Sustainability: Examining ethical considerations and sustainable practices in modern marketing.

Strategic Marketing Plan Project: Developing a comprehensive marketing plan for a real or simulated business case.

Learning Outcomes:

- Analyze markets and identify strategic marketing opportunities.
- Design and execute data-driven marketing plans.
- Apply digital marketing tools effectively.
- Enhance brand positioning and customer engagement.
- Make ethical and sustainable marketing decisions.