

Principles of Marketing

Session 1

Session 2

Session 3

Session 4

Session 5

Session 6



Session 1

Marketing Definition and process

What is marketing

Market Place & Customer Needs

Customer Value-Driven marketing strategy & plan

Customer Relationship Management & value capturing

Changing Marketing Landscape

What is marketing

- Definition
- Process



Market Place & Customer Needs



- Needs, wants, demand
- Products, services, experiences
- Customer value and satisfaction
- Exchanges and relationships
- Markets



Customer Value-Driven marketing strategy & plan

- Customer Value-Driven marketing strategy and plan
- Integrated marketing plan and program





Customer Relationship Management & value capturing

- Engaging Customers and Managing Customer Relationships
- Capturing Value from Customers



Changing Marketing Landscape



- Digital age
- Economic Environment
- Not for Profit
- Globalization
- Sustainable marketing (CSR)

Session 2

**Marketplace &
Consumer Value**

The diagram features a central white thought bubble with a yellow background, containing the text 'Marketplace & Consumer Value'. To its right are four orange circles, each containing a different marketing concept. The background is a teal color with a white curved shape at the bottom right. There are also some faint line-art icons of documents at the bottom right.

**Marketing
environment
analysis**

**Marketing
Information
Management**

**Buyer
behavior
B2B**

**Buyer
behavior
B2C**

Marketing environment analysis

- i. Micro & Macro environment
- ii. Demographic and Economic
- iii. Natural and Technological
- iv. Political, Social and Cultural



Marketing Information Management

- i. Customers insights
- ii. Assessment and data development
- iii. Market research
- iv. Analysis and use of information
- v. Other information consideration



Buyer behavior B2C

- i. Consumer behavior model
- ii. Effective characteristics
- iii. Buying Decision Behavior and process
- iv. New products buying decision process



Buyer behavior B2B

- i. Business market
- ii. The Business Buyer Behavior
- iii. Decision Process
- iv. Engaging with Digital and Social marketing
- v. Institutional and government markets



Session 3

**Designing a
Customer-Value
marketing strategy**

**Creating value
for target
Customers**

**Building
customer
value**

**New products
and the product
life cycle**



Creating value for target Customers

- i. Marketing strategy
- ii. Segmentation
- iii. Targeting
- iv. Differentiation and Positioning



Building customer value

- i. What is a product
- ii. Product and service decisions
- iii. Service marketing
- iv. Branding strategy



New products & the product life cycle

- i. New product development strategy
- ii. New product development process
- iii. Product life-cycle strategies



Session 4

Pricing & Distribution

**Customer
value**

**Pricing
strategies**

**Retail and
wholesale**

**Delivering
customers
value**



Understanding & capturing customers value

- i. What is a Price
- ii. Pricing strategies
- iii. Internal and external consideration affecting price decisions

Pricing strategies

- i. New product pricing strategies
- ii. Product mix pricing strategies
- iii. Price adjustment strategies
- iv. Price changes
- v. Public policy and pricing





Delivering customers value: marketing channels

- i. Supply Chains and the Value Delivery Network
- ii. Channel Behavior and Organization
- iii. Channel Design decisions
- iv. Marketing Logistics and Supply Chain Management



Retail & wholesale

- i. Retailing
- ii. Retailer marketing decisions
- iii. Retailing trends and developments
- iv. Wholesaling



Session 5

Promotion

Integrated marketing communication strategy

Advertising & Public relations

Personal selling & sales promotions

Direct, Online, Social Media & Mobile Marketing

Integrated marketing communication strategy



- i. The Promotion Mix
- ii. Integrated Marketing Communications
- iii. Developing Effective Marketing Communication
- iv. Setting the Total Promotion Budget and Mix

Advertising & Public relations

i. Advertising

ii. Advertising Decisions

iii. Public relations

iv. Major Public relations tools



Personal selling & sales promotions

- i. Personal Selling
- ii. Managing the sales force
- iii. The personal selling process
- iv. Sales promotions



Direct, Online, Social Media & Mobile Marketing

- i. Direct and digital marketing
- ii. Forms of direct and digital marketing
- iii. The internet and digital age
- iv. Social media and mobile marketing
- v. Traditional direct marketing forms



Session 6



Extending Marketing

**Competitive
advantage**

**The global
marketplace**

**Sustainable
marketing**

Creating competitive advantage

- i. Competitor analysis
- ii. Competitive strategies
- iii. Balancing customers & competitor orientations





The global marketplace

- i. Global Marketing today
- ii. Market entry decisions
- iii. Global marketing program
- iv. Global marketing organizations



Sustainable marketing: Social responsibility & ethics

- i. Sustainable marketing
- ii. Social criticisms of marketing
- iii. Consumers actions to promote sustainable marketing
- iv. Business actions towards sustainable marketing
- v. Marketing ethics and sustainable company