

University of Jos, Jos
Faculty of Management Sciences
Department of Business Administration

COURSE OUTLINE

Course Information

Course Code:	BUS 414
Course Title:	Marketing Management
Course Unit:	2 Credits
Level:	400
Lecturer:	Dr. E.S. Echu
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Lecture Hour:	Tuesdays 12.00 noon – 2.00 pm

❖ Preamble

Marketing is viewed as a dynamic process designed to achieve distinctive strategic competitive and global advantages. This is accomplished through value-added activities designed to curtail and sustain long-term customer satisfaction and relationship. Marketing Management is the art of optimal manipulation of the marketing mix to achieve business goals. It encompasses activities such as demand creation and stimulation, product positioning, product differentiating and brand management among several other activities. All these activities involve planning, analysis and decision-making.

In today's fast-paced world, marketing has become more complex. Changes in technology, consumer and business needs as well as increased globalization pose new challenges for marketing firms. These trends have made marketing firms more aware of the necessity for careful but speedy

analysis and decision-making. The implication is that marketing management as a field of study has become more important. This course is thus geared towards providing an understanding of the rationale for making decision from a management perspective. Especially, the course aims at providing a framework for making decisions which are logical, but do not undermine creativity. To meet these and other goals, the course would require the integration of theory and practice. It is hoped that through the course, students will be adequately equipped to appreciate the value of marketing management in business.

❖ **Course Objectives:**

Marketing is a value-enhancing function that identifies opportunities, develops markets and builds brands. This course provides an introduction to the fundamentals of marketing management. It exposes the students to the fundamental concepts of marketing and enables them to use the analytic tools of marketing. At the end of the course it is expected that students should have acquired vast level of skills and know-how to:

- ✓ Appreciate the holistic role of marketing in a firm
- ✓ Distinguish between the specific nature of different markets, goods and services
- ✓ Understand the theories and practices behind the marketing mix variables
- ✓ Develop knowledge of and skills in operating techniques of the marketing management cycle processes
- ✓ Examine the marketing context of relevant sectors in the Nigerian economy.

❖ **Topics to be covered:**

⇒ An Overview of Marketing Management: Historical background, concepts of exchange, definitions, evolution, core concepts of marketing, holistic concepts, scope of marketing activities, importance of marketing, marketing orientation, marketing functions/tasks, management process in marketing, etc

- ⇒ Managing Integrated Marketing Information Systems: MIS defined, needs for MIS, characteristics of effective MIS, components of MIS, sources of marketing information.
- ⇒ Analyzing the Marketing Environments: Meaning, scope, types, internal, external, environmental analysis, environmental adaptation
- ⇒ Developing and Managing Strategic Marketing Programs: The marketing process, the marketing mix, the 4Ps and 4Cs, the additional 3Ps, effective Marketing Mix, Marketing Planning, Marketing Implementation, evaluation and Control.
- ⇒ Contemporary Issues in Marketing:
 1. **Customer Relationship Management**: Relationship Marketing defined, Customer Relationship Management (CRM), Forms of Relationship Management, Managing Customer Loyalty and Development, Reasons for Losing Customers, Significance of Customer Relationship Management, Social Actions affecting Buyer-Seller Relationships, etc
 2. **Services Marketing**: Definition of services, Characteristics of services, distinction between goods and services, marketing mix for services, types of services, strategies for services marketing, etc.
 3. **Recent Trends in Marketing** : E-commerce, E-marketing (online), E-Retailing, Mobile marketing, network marketing, Green marketing, Rural marketing, etc.

❖ Recommended Texts

1. Kotler P (2000) Marketing Management: The Millennium Edition, New Jersey ,Prentice-Hall Inc;
2. Kotler P & Armstrong G (2006) Marketing Management, New Jersey, Prentice-Hall Inc;
3. Kotler P & Keller (2007) A Framework for Marketing Management 3rd Edition, New Jersey: Prentice-Hall Inc.
4. McCarthy E.J (1996) Basic Marketing: A Managerial Approach, 12th ed; Homewood, Il, Irwin.
5. Stanton W.J. et al (1991) Fundamentals of Marketing 9th ed, New York: McGraw-Hall Inc.
6. Tadajewski M & Brownlie D (ed) (2008) Critical Marketing :Issues in Contemporary Marketing ,Wiley Europe Higher Education.