

Kurdistan Region Government

Ministry of Higher Education and Scientific Research

Erbil Polytechnic University

**Module (Course Syllabus) Catalogue**

**2022-2023**

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| **College/ Institute** | **Erbil Technical Administration College** | |
| **Department** | **International Marketing and language** | |
| **Module Name** | **Principles of Marketing** | |
| **Module Code** | **MMP201** | |
| **Degree** | **Technical Diploma Bachelor High Diploma Master PhD**  × | |
| **Semester** | **Second Semester** | |
| **Qualification** |  | |
| **Scientific Title** |  | |
| **ECTS (Credits)** | **6** | |
| **Module type** | **Prerequisite Core Assist.**  × | |
| **Weekly hours** |  |  |
| **Weekly hours (Theory)** | **( 1 )hr Class** | **( )Total hrs Workload** |
| **Weekly hours (Practical)** | **( 2 )hr Class** | **( )Total hrs Workload** |
| **Number of Weeks** | **14** | |
| **Lecturer (Theory)** | **Shirzad Mohammed Mahdi** | |
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| **Lecturer (Practical)** |  | |
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| **Websites** | [**www.epu.edu.iq**](http://www.epu.edu.iq) | |

**Course Book**

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| **Course Description** | Today’s successful companies have one thing in common. Like Nike, their success comes from a strong customer focus and heavy commitment to marketing. These companies share an absolute dedication to sensing, serving and satisfying the needs of customers in well-defined target markets. They motivate everyone in the organisation to deliver high quality and superior value for their customers, leading to high levels of customer satisfaction.  These organisations know that if they take care of their customers, market share and profits will follow.  Marketing is about customers. Customers are an essential component of a marketing system. Each one of us is a customer in every area of human interrelation, from the consumption of education and health care and the queue in the post office to flying in a discount airline, and in every financial transaction, from the buying of biscuits to the purchase of a mobile phone. Creating customer value and satisfaction is at the very heart of modern marketing thinking and practice. Although we will explore more detailed definitions of marketing later in this chapter, perhaps the simplest definition is this one: marketing is the delivery of customer satisfaction at a profit. The goal of marketing is to attract new customers by promising superior value, and to keep current customers by delivering satisfaction.  Many people think that only large companies operating in highly developed economies use marketing, but sound marketing is critical to the success of every organisation, whether large or small, domestic or global. In the business sector, marketing first spread most rapidly in consumer packaged-goods companies, consumer durables companies and industrial equipment companies. Within the past few decades, however, consumer service firms, especially airline, insurance and financial services companies, have also adopted modern marketing practices. Business groups such as lawyers, accountants, medical practitioners and architects, too, have begun to take an interest in marketing and to advertise and price their services aggressively. Marketing has also become a vital component in the strategies of many non-profit organisations, such as schools, charities, churches, hospitals, museums, performing arts groups and even police departments.  Today, marketing is practised widely all over the world. Most countries in North and South America, Western Europe and Asia have well-developed marketing systems. Even in Eastern Europe and the former Soviet republics, where marketing has long had a bad name, dramatic political and social changes have created new opportunities for marketing. Business and government leaders in most of these nations are eager to learn everything they can about modern marketing practices.  You already know a lot about marketing – it is all around you. You see the results of marketing in the abundance of products that line the store shelves in your nearby shopping centre. You see part of marketing in TV advertising, in magazines and on Internet pages. At home, at college, where you work, where you play – you are exposed to marketing in almost everything you do. Yet, there is much more to marketing than meets the consumer’s casual eye. Behind it is a massive network of people and activities competing for your attention, trying to understand what you want, and striving to fulfil that want. As Jeff Boz, the founder of Amazon, explains, ‘If you focus on what customers want and build a relationship, they will allow you to make money.’  This book will give you an introduction to the basic concepts and practices of today’s marketing. In this chapter, we begin by defining marketing and its core concepts, describing the major philosophies of marketing thinking and practice, and the range of activities that make up marketing. | | | | | |
| **Course objectives** | Define marketing and discuss its core concepts. Define marketing management and examine how marketers manage demand and build profitable customer relationships. Compare the five marketing management philosophies. Differentiate the parts of the marketing process and show how they relate to each other. | | | | | |
| **Student's obligation** | The attendance of students in lectures will have extra credit. He / she is required to continuously follow the lectures, submits homework and assignments. Expect quizzes any time. This is part of the assessment defined in 8. | | | | | |
| **Required Learning Materials** | استخدام وسائل **باستخدام (Data Show)، (Power Point)، (Weight Board) .**  **-** الحلقات النقاشية اثناء المحاضرة مع امكانية عرض الافلام العلمية اذا سمح الوقت مع استخدام اسلوب الحلقات النقاشية لبعض المواضيع**.** | | | | | |
| **Evaluation** | ‌ **Task** | | **Weight (Marks)** | | **Due Week** | **Relevant Learning Outcome** |
| Paper Review | |  | |  |  |
| Assignments | Homework | 10 | | 1-12 |  |
| Class Activity | 2 | | 1-12 |  |
| Report | 0 | | 1-12 |  |
| Seminar | 6 | | 1-12 |  |
| Essay | 0 | | 1-12 |  |
| Project | 10 | | 1-12 |  |
| Quiz | | 8 | | 1-12 |  |
| Lab. | |  | |  |  |
| Midterm Exam | | 24 | |  |  |
| Final Exam | | 40 | |  |  |
| Total | | 100 | |  |  |
| **Specific learning outcome:** | 1- By the end of the course, students should be able to: Describe and illustrate the organizational foundation of Marketing, their strategic role, and the organizational and management changes driving electronics business and the emerging digital firm.  2- Appreciate the relationships between real-world Marketing and organizations, management, business processes, as well as associated ethical and social issues.  3- Describe and illustrate how information technologies work together with the internet to create a new infrastructure for digital integration of the enterprise.  4- Understand and appreciate the role of Marketing in capturing and distributing organizational knowledge and in enhancing management decision making across the enterprise.  5- Describe and illustrate how companies use Marketing to redesign their organizations and business processes and the role of new technologies such as Web services for rapid application development and digital integration. Marketing channels perform many key functions: information gathering and dissemination, communication and promotion, contact work, matching offers to buyers’ needs, negotiation, physical distribution, financing, and risk taking.  6- Understand and appreciate the business value of systems and the tasks involved to manage system- related change.  7- Understand and appreciate the the channel is most effective when each member is assigned the tasks it can do best and all members work together smoothly. They should understand and accept their roles, coordinate their goals and activities and cooperate to attain overall channel goals. In recent years, new types of channel organization have appeared that provide stronger leadership for assigning roles and managing conflict, leading to improved performance. | | | | | |
| **Course References‌:** | 1. Louis Stern and Adel I. El-Ansary, *Marketing Channels*, 5th edn (Upper Saddle River, NJ: Prentice  Hall, 1996), p. 3.  2. For alternative levels of definition of a channel of distribution, see Michael J. Baker, *Macmillan*  *Dictionary of Marketing and Advertising*, 2nd edn (London: Macmillan, 1990), pp. 47–8.  3. ‘Business floating on air’, *The Economist* (19 May 2001), pp. 56–7; Richard Heller, ‘Galician beauty’,  *Forbes* (28 May 2001), p. 98; and Miguel Helft, ‘Fashion fast forward’, *Business 2.0* (May 2002), p. 60.  4. Angela Mackay, ‘Esprit celebrates its anniversary in style’, *Financial Times* (19 September 2003), p. 31.  5. Christopher Brown-Humes, ‘An empire built on a flat-pack’, *Financial Times* (24 November 2003), p. 12;  for more information on IKEA’s vision, latest facts and figures and press releases, visit www.ikea.com.  6. This has been called ‘symbiotic marketing’. For further reading, see Lee Adler, ‘Symbiotic  marketing’, *Harvard Business Review* (November–December 1966), pp. 59–71; P. ‘Rajan’ Varadarajan  and Daniel Rajaratnam, ‘Symbiotic marketing revisited’, *Journal of Marketing* (January 1986),  pp. 7–17; Gary Hamel, Yves L. Doz and C.D. Prahalad, ‘Collaborate with your competitors and win’,  *Harvard Business Review* (January–February 1989), pp. 133–9.  7. For more discussion on the challenges that multi-channel formats pose for companies, see Matt  Hobb and Hugh Wilson, ‘The multi-channel challenge’, *Marketing Business* (February 2004), pp. 12–15;  information also accessed at www.cranfield.ac.uk/som/ccarm/multichannel where you can download  the IBM/Cranfield white paper ‘Optimising multi-channel performance’. | | | | | |
| **Course topics (Theory)** | | | | **Week** | | **Learning Outcome** |
| Marketing now  Strategic marketing | | | | First | |  |
| The marketing environment  Marketing in the Internet age | | | | Second | |  |
| Marketing and society: social responsibility and marketing ethics  The global marketplace | | | | Third | |  |
| Consumer markets , Business-to business marketing | | | | Fourth | |  |
| Marketing research, Segmentation and positioning, Relationship marketing | | | | Fifth | |  |
| Competitive strategy, Product and branding strategy | | | | Sixth | |  |
| New-product development and product life-cycle strategies, New-product development and product life-cycle strategies | | | | Seventh | |  |
| Marketing services | | | | Eighth | |  |
| Pricing | | | | Ninth | |  |
| Integrated marketing communication strategy | | | | Tenth | |  |
| Advertising, sales promotion and public relations | | | | Eleventh | |  |
| Personal selling and direct marketing | | | | Twelfth | |  |
| Managing marketing channels | | | | Thirteenth | |  |
|  | | | | Fourteenth | |  |
| **Questions Example Design**   1. **What Is Marketing? (2)**   Marketing is a process by which companies create value for customers and build strong customer relationships to capture value from customers in return   1. **What is implementing? (2)**   Implementing is the process that turns marketing plans into marketing actions to accomplish strategic marketing objectives   1. **What is marketing management? (2)**   Marketing management is the art and science of choosing target markets and building profitable relationships with them   1. **Explain Strategic planning? (2)** 2. Strategic planning is the process of information that already exists somewhere, having been collected for another purpose. 3. Strategic planning is the process of Business environment, Micro environment, Macro environment. 4. Strategic planning is the process of developing and maintaining a strategic fit between the organization’s goals and capabilities and its changing marketing opportunities. 5. All of the above. 6. **What is Market penetration? (2)** 7. Market penetration is Planning Primary Data Collection, Research approaches, Sampling plan, Research instruments. 8. Market penetration is a growth strategy increasing sales to current market segments without changing the product 9. Market penetration is Advantages, Cost, Speed, Could not get data otherwise, Disadvantages, Current, Relevant, Accuracy, Impartial. 10. Not all of the above. 11. **Is a process by which companies create value for customers and build strong customer relationships to capture value from customers in return 2)** 12. Process Relative advantage. 13. Marketing. 14. Compatibility. 15. Communicability. 16. All of the above. 17. **Understanding the Marketplace and Customer Needs:**   Customer Needs, States of deprivation, Physical—food, clothing, warmth, safety , Social—belonging and affection, Individual—knowledge and self-expression, Wants, Form that human needs take as they are shaped by culture and individual personality and Demands Human wants backed by buying power **(2)**   1. **True B. False** | | | | | | |
| **Extra notes:** I will assess the students continuously through their activities in the class. Any student with ideas about learning, and suggestions of alternative way of dealing with problems will be very welcomed. | | | | | | |
| **External Evaluator**  This course book has to be reviewed and signed by a peer. The peer approves the contents of your course book by writing few sentences in this section.  *(A peer is person who has enough knowledge about the subject you are teaching, he/she has to be a professor, assistant professor a lecturer or an expert in the field of your subject).* | | | | | | |