



Department: Business Management

Subject: Principles of Marketing

Academic Year: 2018-2019

Stage: 2

Instructor information:

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Course Book

1. Course name	Principles of Marketing
2. Lecturer charge	Lecturer
3. Department/ College	Business Administration / Technical College of Management
4. Contact	
5. Time (in hours) per week	Monday & Thursday
6. Office hours	
7. Course Code	
8. Teacher's academic profile	
9. Keywords	Marketing
10. Course overview (description):	
<p>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.</p> <p>These organisations know that if they take care of their customers, market share and profits will follow.</p> <p>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.</p> <p>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,</p>	

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.

11. Course objective:

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.

12. 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.

13. Forms of teaching

Contact hours: 4 theoretical weekly hours.

14. Assessment scheme

Midterm Examination	%
Practical Examination	%
Course work and assignments	%
Final Examination	%.
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Total Marks	100%

15. Student learning outcome:

By the end of the course, students should be able to:

- 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.

16. Course Reading List and 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'.

17. The Topics

Week	Lecture	Topic
1st Week	2	Marketing now
	2	Strategic marketing
2rd week	2	The marketing environment
	2	Marketing in the Internet age
3rd week	2	Marketing and society: social responsibility and marketing ethics
	2	The global marketplace
4th week	2	Consumer markets
	2	Business-to business marketing
5th week	2	Marketing research
6th week	2	Segmentation and positioning
	2	Relationship marketing
7th week	2	Competitive strategy
	2	Product and branding strategy
8th week	2	New-product development and product life-cycle strategies
	2	New-product development and product life-cycle strategies
9th week	2+2	Marketing services

10th week	2	Pricing	
	2	Pricing	
11th week	2	Integrated marketing communication strategy	
	2	Integrated marketing communication strategy	
12th week	2	Advertising, sales promotion and public relations	
	2	Advertising, sales promotion and public relations	
13th week	2	Personal selling and direct marketing	
	2	Personal selling and direct marketing	
14th week	2	Managing marketing channels	
	2	Managing marketing channels	
15th week	2		
	1		
16th week	2		
	1		
17th week			
	1		
18th week	2		

Final Examination			

18. Examinations (Examples):

Q.1. (Compositional)

Talk about the MIS and decision making in managerial function.

Answer:

1- Lower level management:

- Makes decisions that affect day to day operations ,Information systems that support operational decision making are called transaction processing systems (TPS).
- Programmed decisions that are predetermined by rules and procedures.
- They lead to a desired result. The information needs of lower-level mgrs. can be met by administrative data processing activities.

2- Middle-level mgrs:

- Plan working capital, schedule production, formulate budgets, and make short-term forecasts.
- Mid-level managers make tactical decisions that usually involve time periods of up to two years.
- Many Mid-level mgmt decisions are non-programmed decisions. No specific predetermined steps can be followed to each solution.
- The information needs of Mid-level mgrs. must be specific.
- Tactical decisions: These decisions related to responsibilities of tactical planning and control in organization. Much of the input to this level is summary of the main activities that are mostly cyclical. In these cases, the input data is very structured and the content can be predicted accurately.

3- Top-level mgrs:

- Provide direction for the company by planning for the next five years +.
- Top-level mgrs. make strategic decisions that involve a great deal of uncertainty.
- Top-level mgt. decisions are non-programmed decisions.
- Strategic decisions: These decisions prepare organization, According to environmental conditions; provide its mission and goals effectively. However, in dealing with environmental changes act dynamically. These decisions are made to information that is created in organization and related to the past or present. Decisions at this level are

requiring accurate information, on the content and quality is predefined and includes structural decisions.

Q.2.(True or false type of exams)

a. MIS is used to solve the managerial problems.

Answer: True

b. Information is Streams of raw facts representing events occurring in firms or environment such as business transactions.

Answer: False, Data

c. A primary source provides the data to an information system from an original source document.

Answer: True

Q.3. Multiple choices:

Choose the correct answer for each of the following statements:

1. Exchange information, material, or energy with the environment, including random and undefined inputs.

a - Open System b - Closed Systems c - Expert Systems

2. A set of integrated components for collecting, storing, and processing data for delivering information, knowledge, and digital products.

a - MIS b - IS c - BIS

Answers: 1. a , 2. B

19. 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.

20. Peer review

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).

