



College/Institute/Centre: Management and Technology
Department of: Marketing and International Business

SESSION PLAN

***Lecture / Tutorial / Laboratory / Workshop**

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#:EA 301	Title: Principals Of Marketing

SESSION PARTICULARS		
#: 1	Title: Marketing: Managing profitable customer relationship	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	What is marketing
2	Understanding the marketplace and consumers needs
3	Designing a value driven marketing strategy
4	Preparing a marketing plan and program

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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description	
#: 21	Building Marketing Relationships	Hrs: 2
2	Identifying profitable customer relationships	
3	The new marketing landscape	
4	What is marketing? Pulling it all together	

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SESSION PARTICULARS

#: 3	Title: Company and marketing strategy: partnering to build customer relationship	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Companywide strategic planning: defining marketing's role
2	Planning marketing: partnering to build customer relationship
3	Marketing strategy and the marketing mix
4	Managing the marketing effort
5	Measuring and managing the return on marketing

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#: 4	Title: The marketing environment	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	The company's micro environment
2	The company's macro environment
3	Responding to the marketing environment

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#: 5	Title: The marketing environment Managing marketing information	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Responding to the marketing environment
2	Assessing marketing information needs
3	Developing marketing information
4	Marketing information
5	Analyzing marketing information
6	Distributing and using marketing information
7	Other marketing information considerations

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SESSION PARTICULARS

#: 6	Title: Segmentation, targeting and positioning: building the right relationships with the right customers	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Market segmentation
2	Target marketing

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SESSION PARTICULARS

#: 7	Title: 7 th week Exam	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description

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SESSION PARTICULARS

#: 8	Title: Segmentation, targeting and positioning: building the right relationships with the right customers	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Positioning for competitive advantage

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SESSION PARTICULARS

#: 9	Title: Product, service and branding strategy	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	What is a product
2	Product and service decisions
3	Branding strategy: building strong brands
4	Service marketing
5	Additional product considerations

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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	New product development strategy
2	Product life cycle strategies

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#: 10	Title: New product development and product life cycle strategies	Hrs: 2
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SESSION PARTICULARS

#: 11	Title: Pricing products: pricing considerations and approaches	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	What is a price
2	Factors to consider when setting prices
3	General prices approaches

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SESSION PARTICULARS

#: 12	Title: Integrated marketing communications strategy	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	The marketing communications mix
2	Integrated marketing communications
3	A view of the communication process
4	Submission of term paper

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SESSION PARTICULARS

#: 13	Title: Integrated marketing communications strategy	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Steps in developing effective communication
2	Setting the total promotion budget and mix
3	Socially responsible marketing communication

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#: 14	Title: marketing in the digital age	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Major forces shaping the digital age
2	Digitalization and connectivity
3	Marketing strategy in the digital age
4	E- marketing domains
5	Conducting E- commerce
6	The promise and challenges of E- commerce

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#: 15	Title: Revision	Hrs: 2
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#: 16	Title: Final exam	Hrs: 2
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