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IB203 PRINCIPLES OF MARKETING

Credits:	6
Credit level:	Stage one
Prerequisites:	None
Mandatory:	Yes
Contact hours:	40
Academic Year:	2020- 2021
Semester:	1
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MODULE DESCRIPTION

This module will introduce the student to the central concepts applied in marketing and to the principal tools used by the professional in the marketing context. Concepts examined include the general decision areas of product, price, place (i.e. distribution), promotion, consumer behaviour and market research. The area of initial entry into a foreign market will also be examined. Focus will be placed on understanding these concepts and on learning how to apply them in the analysis and the solution of marketing problems.

MODULE LEARNING OBJECTIVES

At the end of this module students should:

1. Have a general understanding of the theory, concepts and methods which relate to marketing in general and have explored the implication (practical and theoretical) of these marketing concepts;
2. Have defined the marketing function within the context of the modern company;
3. Be able to discuss the different types of market, and how they may be analysed;
4. Have an appreciation of the integrative role of the marketing function in influencing key business decisions with regard to the marketing mix elements of product, price, place and distribution;
5. Be able to demonstrate an overall understanding of the general concepts applied in the creation of a marketing plan as well as factors to consider when entering foreign markets;
6. Have gained a working understanding of the tools available to the marketer.

TEACHING METHODS

Lectures, journal articles, case studies, project/presentation work, self-directed learning and class discussion.

LEARNING OUTCOMES MAP

Learning Outcomes	Content	Delivery	Assessment
1.	All Parts	Lectures, readings, case studies and class discussions.	Class discussions, project assignment, exam and participation.
2.	Part 1	Lectures and class discussions.	Class exercises, assignments and participation.
3.	Part 1	Lectures and discussions.	Class exercises, assignments and participation.
4.	Part 2	Lectures and discussions.	Class exercises, assignments, exam and participation.
5.	All Parts	Lectures, case studies, and class discussions.	Group project and presentation
6.	All Parts	Lectures, case studies, and class discussions.	Group project and presentation

COURSE OUTLINE

Part 1 - Marketing and Marketing Process

Marketing and its Relationship with Company Strategy, Assessing the Marketing Environment, Consumer Markets and Consumer Buyer Behaviour, Business Markets and Business Buyer Behaviour, Segmentation and Targeting

Part 2 - The Marketing Mix

Products and New Product Development, Service Marketing, Pricing and Pricing Strategies, Marketing Channels, Retailing and Wholesaling, Integrated Marketing Communication

Part 3 - The Promotion Mix

Advertising and Public Relations, Sales Promotion, Direct and Online Marketing, Global Marketing

READING

Core Text

Principles of Marketing, by Kotler and Armstrong, 14th Edition (2012), Pearson Prentice Hall

Recommended Supplementary Reading

Additional readings and cases will be recommended and provided from time to time during the course.