

Course Code	MA509
Course Title	Marketing for Engineers
No. of Credits	2
Pre-Requisites	None
Compulsory / Optional	Compulsory for Mechanical Engineering with Business Track of Mechanical Engineering / Optional for Others
Aim (s): To introduce engineering students to basic marketing concepts and their applications.	
Intended Learning Outcomes: On completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Describe basic marketing terminology and concepts. 2. Explain the characteristics of consumers and businesses buyer behaviour 3. Explain market segmentation, targeting and positioning for a product or a service 4. Develop a marketing plan using the elements of marketing mix 	
Time Allocation (Hours): Lectures 17, Tutorials/Small Group Discussions 5, Assignments 16	
Course content / Course descriptions: <ul style="list-style-type: none"> • Introduction to Marketing: Scope of marketing; needs; wants and demands; elements of marketing mix; collecting analysing market data • Buyer Behaviour: Consumer buyer behaviour; business buyer behaviour • Segmentation Targeting and Positioning: Analysing marketing environment; bases of segmentation; selecting target segments; positioning the product • Products and Services: Goods and services; differentiating products; product life cycle; branding; building brand equity • Pricing: Considerations in setting initial price; adapting price • Promotions: Promotions mix; 5M's in Advertising; sales promotions; public relations; personal selling • Marketing Channels: Selecting marketing channels; retailing and wholesaling; franchising; managing channel conflict 	
Recommended Texts: <ol style="list-style-type: none"> 1. Philip T. Kotler. & Gary Amstrong. (2014). <i>Principles of Marketing</i> (15th Edition). Global, Pearson Education. 	
Assessment	Percentage Mark
In Course Small Group Activities/ Case Studies/ Assignments/Presentation	50
End Semester	50