

<b>Semester</b>	5			
<b>Course Code:</b>	MA5520			
<b>Course Name:</b>	Marketing for Engineers			
<b>Credit Value</b>	3 (Notional hours: 150)			
<b>Pre-requisites</b>	None			
<b>Core /Optional</b>	Optional			
<b>Hourly Breakdown</b>	Lecture s (hrs)	Small-Group Discussions (hrs)	Assignments (hrs)	Independent Learning (hrs)
	22	11	24	93

**Aim(s):** To introduce marketing concepts and their applications.

**Intended Learning Outcomes:**

On completion of the course, students should be able to:

- **describe** basic marketing terminology and concepts.
- **explain** the characteristics of consumers' and businesses' buyer behavior.
- **analyze** market segmentation, targeting and positioning for a product or a service.
- **analyze** branding, pricing, promotions and marketing channels for a product or a service.
- **develop** a marketing plan using the elements of the marketing mix.

**Course content:**

- **Introduction to Marketing:** Scope of marketing; needs; wants and demands; elements of the marketing mix; collecting and analyzing market data.
- **Buyer Behavior:** Consumer buyer behavior; business buyer behavior
- **Segmentation Targeting and Positioning:** Analyzing 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 an initial price; adapting the price.
- **Promotions:** Promotions mix; 5 M's in advertising; sales promotions; public relations; personal selling
- **Marketing Channels:** Selecting marketing channels; retailing and wholesaling; franchising; managing channel conflict.
- **Marketing Plan:** Prepare and present a marketing plan for a product.

**Teaching/Learning Methods:**

Lectures

Student Based Activities			
<b>Assessment Strategy</b>			
<b>Continuous Assessments</b> 50%		<b>Final Assessment</b> 50%	
Small Group Activities 30%	Quizzes 20%	<b>Theory</b> 50%	<b>Practical</b> - <b>Other</b> -
<b>Recommended Reading:</b>			
<ul style="list-style-type: none"> <li>➤ Amstrong. G. Kotler, P.T., Harker, M., Brennan, R. (2017). <i>Marketing an Introduction</i>, (4th Edition), Pearson Education Limited.</li> <li>➤ Ishikawa, A., Tsujimoto, A. (2008). <i>Creative Marketing for New Business Development</i>, World Scientific Publishing Co. Pte. Ltd, Singapore.</li> <li>➤ Kotler, P.T., Amstrong. G. (2017). <i>Principles of Marketing</i> (17th Edition). Global, Pearson Education Limited.</li> </ul>			