

MKT5013 Marketing Management

PRE-REQUISITE(S)

No pre-requisite is required

CREDIT HOURS

3

SYNOPSIS

This course is designed to equip students with a deep understanding of marketing with an international orientation and will prepare students to enter the globalised world. Student will learn to develop integrated marketing strategies taking into consideration the strategic implications of segmentation, targeting, positioning and digital environment, and how they are developed within the context of customer, competitor, and context analysis through carefully selected case studies.

LEARNING OUTCOMES

- Critically evaluate key theoretical frameworks and processes used for strategic marketing in international context.
- Develop a productive marketing strategy that caters for growth and innovation in respond to existing and future stakeholder requirements.
- Propose a strategic marketing plan including integrated marketing communication in the context of new normal.

TOPICS

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| Topic 1 | Marketing Management in an international context – theoretical frameworks

Porters 5 forces, Ansoff, PESTLE, Marketing Mix (7Ps) and SWOT analysis for international marketing; RACE and DOI for digital marketing |
| Topic 2 | Analyzing marketing opportunities and consumer behaviour

Analyzing macro environment impact on consumer behaviour; Analyzing consumer decision-making process and behaviour; Analyzing organization buying behaviour; Segmentation; Targeting; and Touch-points for reaching/contacting customers |
| Topic 3 | Brand Management

Brand and Branding; Crafting the brand positioning; How to develop brand equity strategies; Aligning appropriate and practical branding activities to support your brand |

Topic 4	Product Management
	Identifying new product opportunity; Managing new product innovation; Managing the product portfolio; Product planning and budgeting
Topic 5	Pricing Management
	Evaluate factors affecting product pricing; Developing appropriate pricing strategies including online pricing strategy
Topic 6	Distribution Management
	Types of distribution for B2C and B2B; The role and impact of distribution; Selection and management of physical distribution and online marketing channel strategies; Challenges in implementation
Topic 7	Marketing Communication & Promotion
	Developing IMC strategy, effective advertising message; Selection of appropriate promotion strategies; Public Relations & Managing product launch; Ethics and marketing communication effectiveness – including social media platform, difference between Earned, Owned & Paid Media
Topic 8	Digital Marketing
	Online buying behaviour; Data analytics; Identifying online business opportunity; Digital marketing planning; Planning practical social media implementation

ASSESSMENT DETAILS

Continuous Assessment	%
Presentation/Participation/Discussions/Self-Reflection Report	30
Written Assignment 1	20
Final Assessment	%
Written Assignment 2	30
Written Examination	20

PRESCRIBED TEXT

Main:

Kotler, P., Armstrong, G. & Oliver M. (2018). Principles of Marketing (18th ed.). Pearson Education Limited, Harlow, UK.

Baack, D. W., Czarnecka, B., Baack, D. (2018) International Marketing. Sage Publishing.

Additional References:

Hooley, G., Piercy, N., Nicoulaud, B., Rudd, J. & Lee, L. (2020). Marketing strategy and competitive positioning (7th ed). Pearson Education Limited.

Chaffey, D. & Ellis-Chadwick, F. (2019). Digital Marketing Strategy (7th ed). Pearson UK.