

KNEC SYLLUBUS MARKETING MANAGEMENT

Introduction

This module unit is intended to equip trainees with knowledge, skills and attitudes that will enable him carry out marketing activities in an organization effectively

General objectives

- a) At the end of this module unit, the trainee should be able to:
- b) Recognize the importance of marketing management in the achievement of organizational objectives
- c) Apply the principles of marketing in marketing decisions
- d) Formulate marketing strategies for an organization for the achievement of marketing objectives
- e) Apply marketing management in its context of both internal and external environment

TOPIC	SUB-TOPIC	THEORY	PRACTICE	TOTAL HOURS
INTRODUCTION TO MARKETING MANAGEMENT	Meaning of marketing management Marketing concepts Importance of customer relationships and satisfaction in the organization Role of marketing in society Task performed by marketing managers The 8 ps of marketing	4	3	7
MARKETING ENVIRONMENT	Meaning of marketing environment Component of marketing environment Effects of the environmental factors to the marketing activities of an organization	10	5	15
CONSUMER AND ORGANIZATIONAL BUYER BEHAVIOUR	Meaning of consumer markets and organizational markets Importance of studying consumer and organizational buying behavior Decision making process for consumer and organizational markets for new products Types of buying decisions for consumers and organizational markets Role players in decision making	10	5	15
MARKET SEGMENTATION TARGETING AND POSITIONING	Meaning of segmentation targeting and positioning Bases of segmenting markets Requirements for effective segmentation strategies Market targeting strategies Product positioning strategies	10	5	15

PRODUCT DECISION	<p>Meaning of product</p> <p>New product development process</p> <p>Levels of a product</p> <p>Product decision</p> <p>Marketing strategies for adoption process, product life cycle and adopter process</p> <p>Causes of a new product failure</p>	10	10	20
PRODUCT DECISIONS	<p>Meaning of price</p> <p>Price strategies</p> <p>Factors affecting price decisions</p> <p>Steps involved in the pricing process</p> <p>Reaction to price changes</p>	10	10	20
DISTRIBUTION DECISION	<p>Meaning of distribution</p> <p>Types of intermediaries</p> <p>Functions of intermediaries</p> <p>Role of retailing and wholesaling</p> <p>Importance of channel integration and market systems</p> <p>Causes of conflict and reasons for cooperation and competition</p> <p>Importance of marketing strategies</p>	10	10	20
PROMOTIONAL DECISIONS	<p>Meaning of promotion mix</p> <p>Elements of promotion mix</p>	10	5	15
SERVICE MARKETING	<p>Meaning of services</p> <p>Characteristics of services</p> <p>Elements of services mix</p> <p>Marketing strategies used by services firms</p> <p>Ways of managing services quality</p> <p>Ways of developing brand strategies for services</p> <p>Product support services management</p>	10	5	15
EMERGING TRENDS AND ISSUES IN MARKETING MANAGEMENT	<p>Emerging trends and issues in marketing management</p> <p>Challenges posed by the trends and issues in marketing management</p> <p>Ways of coping with the challenges posed by the trends and issues in the marketing management</p>	4	4	8