

# Vesalius College

## Course description

<b>Course title:</b> Marketing	
<b>Course code:</b> BUS 231E	
<b>Teacher responsible:</b> Geoff Gibas	
<b>Course description:</b> This course is designed to familiarise students with the basic concepts and principles of marketing. The analysis and development of an integrative approach to marketing through a thorough examination of the key components namely, <i>product, price, promotion and place</i> will be undertaken against a background of <i>customer focus</i> . Wherever possible current examples from the business world will be used to illustrate this process;	
<b>Course objectives:</b> Marketing 231 is designed to help students understand the art and science of Marketing. Students will be encouraged to relate to the theory through real-life examples. By the end of the course students should be able to describe and illustrate the fundamentals of marketing such as : <ul style="list-style-type: none"><li>- How marketing fits into general management</li><li>- The importance of customer orientation</li><li>- The role of brands</li><li>- How to develop the marketing mix (including product development, pricing strategy, distribution management and mass communication such as advertising and public relations</li><li>- How to create long-term business</li></ul>	
Students will then be equipped to apply what they have learned to advanced programmes based, for example, on a case study approach	
<b>Grade weighting scheme:</b>	
Case work	18%
Participation, quizzes	16%
Attendance	6%
Mid-term Examination	25%
Final Examination	35%
Total	100%

**Used course material (handbooks, readers, readings, newspapers, magazines) and references:**

The text for this course will be Marketing Management 12/e by Philip Kotler & Kevin Keller ISBN 013145578 ©2006

Students are also encouraged to read the business press, especially special sections on marketing (e.g. Financial Times, Business Week)