

**Uganda Christian University**  
**Faculty of Business and Administration**  
**Managerial Marketing**  
**MBA-MBA 5113**

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**COURSE OUTLINE**

**Course description**

Marketing should be the driver for most of the business strategy. Today's manager has many expectations of him/her. The manager must make profit and meet all other stakeholders' expectations as well as continue to move the company to the top of the field.

The manager must exceed stakeholders' expectations, be relevant with timely innovations as well as attain cost leadership. He must also be socially responsible all the while operating in a fierce environment marred by competition.

This course will expose graduate students to an interactive approach of developing ideas for customer service skills. It will also build on their previous knowledge to equip students with ideas on recruitment, training and promotion for marketing purposes.

This course will be developed from Marketing Management theories, and will relate different marketing principles to the broader Marketing function in a business environment. It will explore practical ideas that managers can implement so as to attract new customers, strengthen bonds with old ones and keep them for a lifetime.

**Objective:**

While it is beyond the scope of this course to turn students into marketing experts, this course will introduce students to the marketing concept(s) and also explore different marketing strategies available for use by the manager.

**Learning Outcome**

At the end of the course unit, students should have gained firm grounding in the basic principles of marketing and hence be expected to apply them to different business and other situations where applicable.

**Mode of delivery:** This is a taught course, with case studies and classroom discussions supplementing the course.

## Course structure

<b>Week</b>	<b>Topic</b>	<b>Course Content</b>
1	<b>Marketing in the 21<sup>st</sup> century and marketing concepts</b>	<ul style="list-style-type: none"> <li>- What are the tasks of marketing?</li> <li>- Major concepts and tools of marketing?</li> <li>- Company Orientations in the marketplace</li> <li>- the new challenges to contemporary marketing</li> <li>- Definition of marketing concepts</li> </ul>
2	<b>Scope of Marketing</b>	<ul style="list-style-type: none"> <li>- Events</li> <li>- Persons</li> <li>- Places</li> <li>- Properties</li> <li>- Organizations</li> <li>- Information</li> <li>- ideas</li> <li>- goods</li> <li>- services</li> <li>- experiences</li> </ul>
3	<b>Marketing and communications mix</b>	<ul style="list-style-type: none"> <li>- The strategic P's</li> <li>- The tactical P's</li> <li>- - Marketing communication mix</li> </ul>
4	<b>The core strategy</b>	<ul style="list-style-type: none"> <li>- Segmentation</li> <li>- Targeting</li> <li>- Positioning</li> </ul>
5	<b>Service marketing</b>	<ul style="list-style-type: none"> <li>- service qualities and the flower of a service</li> <li>- Managing customer service</li> </ul>
6	<b>The marketing research process</b>	<ul style="list-style-type: none"> <li>- The research problem</li> <li>- Developing a research plan</li> <li>- Collecting the information</li> <li>- Analyzing the information</li> <li>- Presenting the findings</li> <li>- Making the managerial decision</li> </ul>
7	<b>Customer Relationship management</b>	<ul style="list-style-type: none"> <li>- What is customer Relationship management</li> <li>- How customer should be treated</li> <li>- Why customers are lost</li> <li>- Outstanding ways of customer care</li> <li>- How to keep customers for life</li> </ul>
8	<b>Branding</b>	<ul style="list-style-type: none"> <li>- Branding</li> <li>- Brand elements</li> <li>- Brand management</li> <li>- Brand equity</li> </ul>
9	<b>Developing new</b>	Introduction

	<b>market offerings</b>	- new product development - challenges associated with new product development Possible solutions
10	<b>Digital marketing: Online marketing strategy.</b>	Defining customers in the digital age- Interactive media marketing - How companies strive to win customers over this new medium - Identifying the right data - Finding the true worth of a customer - Developing a marketing database - Loyalty schemes, etc
11	<b>Customer focused selling and marketing skills</b>	- Introduction - The three principles of customer focused selling - The customer buying steps - Customer focused prospecting - Customer focused selling skills - Handling objections, queries and concerns - Understanding the buying criteria and customer's buying process
12	test	test
13& 14	cases	Case studies

### **ASSESSMENT:**

Individual coursework, group exercise and tests will be given. A PowerPoint handout may be given to facilitate the lectures, but reading before and after lectures is advised to make the learning process easier.

Coursework –	60
Exam -	<u>40</u>
Total	100

### **REFERENCES**

Philip Kotler (2001) Marketing Management millennium edition, *Prentice-Hall, Inc.*

Basington P, & Pettitt .S. (2000) Principles of Marketing 2<sup>nd</sup> Edition *financial times, Prentice Hall*

Raymond Frost and Judy Strauss, (1999), *marketing on the internet* (principles of online marketing) prentice hall.

Adrian Palmer, and Bob Hartley, (1996). *The business and marketing environment*, 2<sup>nd</sup> Edition, McGraw-Hill companies

Jobber. D, (2007) *principles and practice of marketing*, 4<sup>th</sup> ed., McGraw hill,

Berkshire Adock.D. (2001) *marketing, principles and practice* 4<sup>th</sup> Edition, financial times, prentice Hall.

Gilbert. D. et al (1999) *marketing, connecting with customers*, prentice Hall international, New jersey.

Harrell. D (2002) *marketing, connecting with customers*, 2<sup>nd</sup> ed. Pearson edu. New Jersey.

Peter.J, Donnelly JH jr. (2007) *marketing management and Knowledge skills*, 4<sup>th</sup> ed., Irwin, INC

All up to date marketing books.

Internet sources: journals recommended

BBC AND CNNbusiness analyses while be of much relevance on this course.