

Course Title	FUNDAMENTALS OF MARKETING
Course Code	MKT 121
Course Purpose and Objectives	The purpose of this course is to deliver to students a comprehensive and practical introduction to marketing. Students will learn about marketing strategy and the elements of marketing analysis, customer analysis, company analysis and competitor analysis. Students will be familiarized with the elements of the marketing mix. This course gives practical examples and applications. Students will be familiar with the ways of promoting products and services by using new marketing methods and learn how a marketing plan is designed.
Learning Outcomes	<ol style="list-style-type: none"> 1. Outline the role of marketing in the organization. 2. Explain through practical examples and applications the major decisions marketing managers may face. 3. Identify the relationship between needs and wants and the role of marketing in satisfying them. 4. List strategies in regards to segmentation and targeting as well as differentiate and position a product or service. 5. Identify strategies in regards to the product, price, place and promotion of the marketing mix of a specific product and service, tailored to specific target markets.
Course Content	<ul style="list-style-type: none"> • Marketing defined • Marketing strategy • Product development • Branding and packaging • Pricing • The distribution mix • The promotion mix