## **logo unhas3.jpg**

# PRINCIPLES OF MARKETING SYLLABUS,

# FACULTY OF ECONOMIC AND BUSINESS

# HASANUDDIN UNIVERSITY

# 2018

LECTURER : DR. ANDI NUR BAUMASSEPE, SE,MM

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CLASS : MONDAY, 07.30 Until 10.00 WITA

MOBILE/

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ROOMS : Departmen Management Rooms, or Appointment

## COURSE DESCRIPTION

Principles of Marketing is an introductory course that is designed to acquaint students with general marketing principles and practices. Emphasis is placed on developing marketing skills and understanding marketing's role in the strategic orientation of the business organization.

Theese study builds on the evolution of modern management toward a marketing oriented view of business; stressing the underlying principle of the “marketing concept”; and integrating concepts in relation to consumer needs, marketing information, product development, pricing, distribution, selling, advertising, and promotions.

## COURSE OBJECTIVES

These are the common objectives for all Marketing Principles courses at ESU. If you do your part, you will be able to:

1. Describe the implications and applications of an appropriate "marketing concept" philosophy.
2. Describe and integrate the dynamic environment(s) in which marketing decisions must be made.
3. Analyze or evaluate the increasing importance of international influences on marketing decisions.
4. Analyze the role of research and information systems in supporting marketing efforts.
5. Explain what conditions are necessary to define a market, market segment, and target market.
6. Describe the variables, techniques, and the processes used to segment markets.
7. Assess and apply the factors influencing the behavior of buyers in both consumer and organizational markets.
8. Describe and integrate the relationships among the elements of the marketing mix.
9. Define the role of the product in the marketing mix, including: the product life cycle, the relevance of product innovation, and product classification.
10. Define the role of channel and logistics activities in the marketing mix, including functions of intermediaries, intensity of channel coverage, and total cost of distribution.
11. Define the role of promotion in the marketing mix, including: the communications process, the promotional mix, and the advantages and disadvantages of using advertising, publicity, personal selling, and sales promotion.
12. Define the role of price in the marketing mix, including: pricing objectives, pricing policies, and pricing methods.
13. Explain the ethical issues specifically related to marketing decision making and activities.

**Course material**

1. Philip Kotler and Gary Armstrong (2012). Principles of Marketing 14, ISBN-13: 978-0-13-216712-3, Pearson Education, New jersey, USA
2. Market-based Management, (2013), Strategies for growing costumer value and profitability, Roger J Best, Pearson

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| **Mee-tings** | **Learning objectives** | **Topics / Specifi objective courses** | **Learning Methodes** | **assigment** | **Sources** |
| 1 | Contarct  GBRP | * Marketing concept and definition * Understanding the market place nad costumer needs | Lectures,  class discussions, | Individual:   1. What is difference marketing and selling 2. Find out marketing definition about associations and experts and the academicians |  |
| 2 | * Explaining about marketing : creating and capturing customer value and the basic concept in marketing | * Defines marketing and outline the steps in marketing process * Explain the importance understanding customer and the marketplace and indentify the five core marketplace concept * Indentify the key elements of customer-driven marketing strategy and discuss the marketing management orientation that guide marketing strategy * Discussing CRM and identify strategies for creating value for customer and capturing value from customer in return * Describe the major trends and factor that are changing the marketing landscape in this ages of relationship | * class discussions, * Question and answer in class |  |  |
| 3 | Explain about How to marketers analyzing the marketing environment for understanding the marketplace and consumer. | * Describe the environmental forces that effect the company’s ability to serves its consumer * Explaining how changes in the demographic and economic environment affect the marketing decision * Indentify the major trends in the firms natural and technological environment * Explaining the key changes in the political and cultural environment * Discussing how to company can react to marketing environment |  |  | 4) chapter 7. 8 |
| 4 |  | * Consept consumer to prosumer * From 4P to The ABCDE marketing strategy |  |  |  |
| 5 | * The chaging Indonesia society and consumer values * The concep middle class in Indonesian context (1) | * The concept about middle class and the importent to economy * The ordinary indonesia middle class * A promising Indonesia Middle class |  |  | 3) bab 1, 2, dan 3 |
| 6 | * Explaine The concep middle class in Indonesian context * Understanding Indonesia Middle class and consumer behavior values. | * Understanding Indonesia middlle class ; based on finding form Markplus Survey * Indonesias rising middle class Opprtunites for marketer. |  |  | 3) bab 4, 5, 6, 7, 8 |
| 7 | * Explaing concept external influence concept in CB as cross- cultural, demographi and social, sub cultures, values, families and household and group influeces in consumber behavioral | * Cross culutral variations * Values * Demographics and social stratification * Families and housel hold * Goup Influences |  |  |  |
| 8 | * Mid Examinaitons |  |  |  |  |
| 9 | * Explaine about internal influence of Consumer Bevior * Psycology consumen and CB | * Perseption * Learning, memory and product positioning |  |  |  |
| 10 |  | * Motivation, Personality and emotion * Attituted and influencing attitudes |  |  |  |
| 11 | * Consumer Decision Process | * The concep Consumer decisioen process * Situational influences |  |  |  |
| 12 |  | * Problem recognation * Information search * Alternative evaluatoin and selection |  |  |  |
| 13 |  | Case |  |  |  |
| 14 |  | * Presentation |  |  |  |
| 15 |  | * Presetation |  |  |  |
| 16 | Final Exam |  |  |  |  |

About Me

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I got my PhD in marketing from New York

University and have been teaching at

universities within the U.S. and abroad for the

last seventeen years. I have taught various

marketing courses such as: Marketing Manageme

nt, Marketing Research, Consumer Behavior,

New Product Development, Pricing Strategies and Bu

siness & Society. In addition to teaching, I

have been a marketing research consultant fo

r non-profit and government agencies abroad and

have also published several papers and business ca

ses in refereed journals

and books including an

award winning paper in the Journal of Retailing.

In the area of consumer behavior, I am

interested in and have published or presented

papers on consumer perceptions of cause-related

marketing, genetically modified foods, gift-g

iving behavior and consumer learning in an

unfamiliar environment. Currently, I am a ma

rketing research and management consultant as

well as a marketing educator.