

Course outline / Lesson Plan

Course Title: Principles of Marketing (3 credits)

Course Code: MKT-231 (Day)

Course Teacher: Dr. Amir Ahmed

Semester: Fall, 202w

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SL	Content	Remarks
1	<p>Rationale: In particular, this course attempts to provide an in-depth insight of marketing principles, theories and practices applicable to food and beverage industries in local and international market. At large, it would strengthen students knowledge about integrated marketing management of food and beverage products in a hyper competitive market environment with ample focus on international health and ethical standards. In addition, students can learn the know-hows of developing innovative food products from the consumers perspective to create value and capture value proposition through entrepreneurship development.</p>	iQAC OBE
2	<p>Objectives: The specific objectives of the course are:</p> <ul style="list-style-type: none"> • providing elementary knowledge of marketing principles and integrated marketing management system specifically applicable to food and beverage industries in order to enhance their employability in the job market. • providing basic knowledge about new product development, various marketing communication tools and methods, effective pricing strategies, proper sales techniques and efficient distribution channels. • introducing students with the principles of entrepreneurship development to encourage them to be self-employed with their innovative products and to generate employment scope for relevant semi-skilled manpower in Bangladesh. 	iQAC OBE
3	<p>Introduction:</p> <ul style="list-style-type: none"> • Course delivery architecture and objective. Importance of studying Principles of Marketing. • Practical implications of principles of marketing course in food market and food industry. • Competitive advantages of studying Principles of Marketing Course in career development. 	PPT + Videos + Observation
4	<p>Marketing in modern market economy:</p> <ul style="list-style-type: none"> • Concept of consumer behaviour and understanding hyper-competitive market environment. • Consumer behaviour in food market. • Organizational buying behaviour. 	PPT + Videos
5	<p>Marketing Mix:</p> <ul style="list-style-type: none"> • Marketing principles, 4Ps and 7Ps of marketing mix. * Chapter-1 (QZ-topic) • Understanding and satisfying need, want and demand. • Customer Value and Value Proposition • Different Marketing Concept and Societal Concepts in Food Industries. • Product Life Cycle 	PPT + Text Book
6	<ul style="list-style-type: none"> • Marketing mix tools and their practical application • Group discussion on virtual market visit (local food market) and correlation of theory and practical implications. * Flipped Classroom 	Discussion on given topics

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7	<p style="text-align: center;">Quiz 1 (1st 30 minutes) + Field Work</p> <p style="text-align: center; color: red;">*Dhanmondi / Ashulia market visit (extended class time may require)</p>	In class quiz-1 on lesson -3
8	<ul style="list-style-type: none"> Group assignment will be given on real product development (innovative product or existing product). Students will be explained the task associated with the assignment Video watching on food product marketing. * Flipped Classroom 	Problem based learning
9	<p>Segmentation, Targeting and Positioning (STP):</p> <ul style="list-style-type: none"> Analyzing value proposition and value chain. (Global / Local) Market segmentation. Targeting and Positioning Product Positioning Map USPs 	PPT + Class work + Text Book
10	<p style="text-align: center;">Quiz 2 (1st 30 minutes) [3D Shopping Experience] + Case study from *Forbes Magazine</p>	Case study in group
11	<p>Integrated Marketing Communication (360 degree approach)</p> <ul style="list-style-type: none"> - Advertising (Print, electronic, social media) - Promotion, Direct Marketing, Public Relation, Networking 	PPT + Class work + Text Book
12	<ul style="list-style-type: none"> Marketing research methods [Brief Idea] SWOT Analysis <p style="text-align: right;">* Flipped Classroom task will be given</p>	This class may require extra time
13	Mid Term Examination	25
14	<p>Digital Marketing:</p> <ul style="list-style-type: none"> New theories, policies and practice. Analyzing digital marketing around the globe. E-Marketing - 360 degree approach. 	PPT + Videos
15	<p>Pricing Strategies:</p> <ul style="list-style-type: none"> Product development. Pricing policy and strategies. Different types of pricing strategies. 	PPT + Class work + Text Book
16	Industry or Field visit (date will be fixed before mid-term)	
17	<p style="text-align: center;">Quiz 3 (1st 30 minutes) + Case study</p> <p style="text-align: center;">Different types of sales skill and eMarketing scope in Bangladesh</p>	QZ-3 in BLC
18	<p>Sales Management:</p> <ul style="list-style-type: none"> -Techniques -Policies Distribution Networking and logistics. -Procedures <p style="text-align: right;">* Video aided class</p>	PPT + Class work + Text Book

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19	Branding: <ul style="list-style-type: none"> • Product branding and Brand Management. • Product packaging. • Brand building tasks. 	PPT + Videos
20	Entrepreneurship & Recent development in food Marketing * Flipped classroom <ul style="list-style-type: none"> • Market planing (short and long term). Product based (real product). • Pilot marketing plan. • Integration of marketing research in the plan. 	Real Product Display
21	Organic Marketing: <ul style="list-style-type: none"> - Definition - Strategy - Difference between Organic and Paid Marketing - Examples of organic marketing in Food Industries. 	PPT + Videos
22	Neuro-marketing <ul style="list-style-type: none"> - Definition and Purpose - Emergence and Examples - Related videos. 	PPT + Videos
23	Course Review and Measuring Learning Outcomes	Feedback
24	Final Examination	40

Course Assessment: positioning

1. Class attendance	: 7
2. Class test (quizzes)	: 15 (average of 3 quizzes)
3. Assignment and Presentation	: 13 (5+8)
4. Midterm Examination	: 25
5. Final Examination	: 40

Total 100

Text Book:

1. Principles of Marketing by Kotler / Armstrong 13E (main text) or
2. Principles of Marketing by Kotler / Armstrong / Agnihotri / Haque 13E

[Both the books are available in DIU library in both hard and soft copy format]

References:

3. Marketing Management by Kotler and Keller 15th Edition (Pearson)
4. Trends in Food Science and Technology by C.P. Natarayan, S. Ranganna
5. Handbook of Entrepreneurship Development” by Dr. Md. Sabur Khan

Conditions:

1. Use of cell phone is strictly prohibited during class unless teacher allows such use.
2. You have to bring your text book (preferably in all class) as mentioned in the outline.
3. No quiz retake policy please, exceptions will be investigated on case by case basis and permission of the Head of the Department is required.
4. You need to maintain 75% class attendance for qualifying to attend midterm and final examination.