

DIPLOMA IN SALES AND MARKETING-MODULE ONE

PRINCIPLES AND PRACTICES OF MARKETING

INTRODUCTION

This module unit is intended to equip the trainee with knowledge, skills and attitudes that will enable him or her apply marketing principles in a business setup.

OBJECTIVES

- a) Understand the basic principles of marketing
- b) Apply the principles, concepts and marketing tools in performing marketing activities
- c) Appreciate the role of marketing information and its application in marketing
- d) Co-ordinate the elements of the marketing mix in the marketing process
- e) Understand the concept of frontline role in customer service provision
- f) Appreciate the role of ICT in customer relationship building

Module Unit Summary and Time Allocation

TOPIC	SUBTOPIC	HOURS
Meaning and scope of marketing	Meaning of marketing Goals of marketing Marketing philosophies Historical development of marketing Role of marketing in economic development	10
Marketing information systems	Meaning of marketing information systems Sources of marketing information Market decision making process Marketing intelligence	16
Marketing mix	Definition of marketing mix Elements of marketing mix Importance of marketing mix Factors affecting marketing mix elements	16
product	Meaning of a product Product classification New product development process Product adoption process	16

	Product adoption categories Product life cycle	
price	Meaning of price Importance of price Pricing objectives Pricing methods Factors affecting pricing.	6
place	Meaning of place Importance of distribution Channels of distribution Functions performed by distribution channels Role of ICT in distribution	5
promotion	Meaning of promotion Importance of promotion Promotion mix elements	5
Customer care	meaning of customer care role of customer care areas of customer care services Sources of customer complaints.	2
Emerging trend and issues	Emerging trends and issues in marketing Challenges posed by the emerging trends and issues Ways of coping with the challenges posed by the emerging trends and issues	6
Total		130