

Course Description – Curriculum 2018

Subject: MK201 Principles of Marketing

Credits: 3

Prerequisite:

Description: The course introduces the definition of marketing and its importance as a vital business function. Topics include evolution of marketing, influences of marketing on economics and the society, marketing environment, consumer behavior, segmentation, targeting, positioning, optimal marketing mix for businesses of various sizes and consumers with distinct levels of technology accessibility, introductory marketing management, and ethics of marketers.