

KNEC SYLLUBUS MARKETING MANAGEMENT

Introduction

This module unit is intended to equip trainees with knowledge, skills and attitudes that will enable him carry out marketing activities in an organization effectively

General objectives

- a) At the end of this module unit, the trainee should be able to:
- b) Recognize the importance of marketing management in the achievement of organizational objectives
- c) Apply the principles of marketing in marketing decisions
- d) Formulate marketing strategies for an organization for the achievement of marketing objectives
- e) Apply marketing management in its context of both internal and external environment

TOPIC	SUB-TOPIC	THEORY	PRACTICE	TOTAL HOURS
INTRODUCTION TO MARKETING MANAGEMENT	Meaning of marketing management Marketing concepts Importance of customer relationships and satisfaction in the organization Role of marketing in society Task performed by marketing managers The 8 ps of marketing	4	3	7
MARKETING ENVIRONMENT	Meaning of marketing environment Component of marketing environment Effects of the environmental factors to the marketing activities of an organization	10	5	15
CONSUMER AND ORGANIZATIONAL BUYER BEHAVIOUR	Meaning of consumer markets and organizational markets Importance of studying consumer and organizational buying behavior Decision making process for consumer and organizational markets for new products Types of buying decisions for consumers and organizational markets Role players in decision making	10	5	15
MARKET SEGMENTATION TARGETING AND POSITIONING	Meaning of segmentation targeting and positioning Bases of segmenting markets Requirements for effective segmentation strategies Market targeting strategies Product positioning strategies	10	5	15

PRODUCT DECISION	<p>Meaning of product</p> <p>New product development process</p> <p>Levels of a product</p> <p>Product decision</p> <p>Marketing strategies for adoption process, product life cycle and adopter process</p> <p>Causes of a new product failure</p>	10	10	20
PRODUCT DECISIONS	<p>Meaning of price</p> <p>Price strategies</p> <p>Factors affecting price decisions</p> <p>Steps involved in the pricing process</p> <p>Reaction to price changes</p>	10	10	20
DISTRIBUTION DECISION	<p>Meaning of distribution</p> <p>Types of intermediaries</p> <p>Functions of intermediaries</p> <p>Role of retailing and wholesaling</p> <p>Importance of channel integration and market systems</p> <p>Causes of conflict and reasons for cooperation and competition</p> <p>Importance of marketing strategies</p>	10	10	20
PROMOTIONAL DECISIONS	<p>Meaning of promotion mix</p> <p>Elements of promotion mix</p>	10	5	15
SERVICE MARKETING	<p>Meaning of services</p> <p>Characteristics of services</p> <p>Elements of services mix</p> <p>Marketing strategies used by services firms</p> <p>Ways of managing services quality</p> <p>Ways of developing brand strategies for services</p> <p>Product support services management</p>	10	5	15
EMERGING TRENDS AND ISSUES IN MARKETING MANAGEMENT	<p>Emerging trends and issues in marketing management</p> <p>Challenges posed by the trends and issues in marketing management</p> <p>Ways of coping with the challenges posed by the trends and issues in the marketing management</p>	4	4	8

COURSE SYLLUBUS MARKETING INFORMATION RESEARCH

Introduction

This module unit is intended to expose the trainee to the practical experiences in project planning and execution. The trainee is therefore expected to plan, gather, review and present project materials and information in accordance with given specialization

General objectives

- a) By the end of the module unit, the trainee should be able:
- b) Carry out a given research project
- c) Carry out data collection for different types of projects
- d) Carry out research and compile reports
- e) Analyze and interpret project data and make conclusions based on the subject matter

TOPIC	SUB-TOPIC	T	P	TOTAL HOURS
MARKETING RESEARCH	Marketing research Role of marketing research in sales and marketing Types of marketing	4	4	8
PROBLEM IDENTIFICATION AND FORMULATION	Meaning of market research problem Identification of marketing research problem Qualities of a good marketing research problem Formulation of a marketing research problem	10	6	16
RESEARCH DESIGN	Meaning of research design Research population Sampling methods The sampling process Data collection instruments Data collection methods	6	10	16
MARKETING RESEARCH PROPOSAL	Meaning of research proposal Steps in preparation of a research proposal	4	8	12
DATA COLLECTION	Meaning of data collection Data collection process Handling data collection tools Role of research assistants in data collection	4	10	14
DATA ANALYSIS INTERPRETATION AND CONCLUSION	Meaning of data analysis Steps in data analysis Data analysis techniques Techniques of drawing conclusion	10	4	14
REPORT WRITING AND PRESENTATION	Types of reports Qualities of a good research report Components of research report Format of report presentation Writing market research report	6	10	14
SELECTED APPLICATION OF MARKETING	Role of research in market segmentation Research aspects in marketing mix	2	2	4

RESEARCH				
EMERGING TRENDS AND ISSUES IN MARKETING RESEARCH	Emerging trends and issues in marketing research Challenges posed by the emerging trends and issues Coping with challenges posed by emerging trends and issues	2	2	4

COMMERCIAL AND ADMINISTRATIVE LAW

Introduction

This module unit is intended to equip trainees with knowledge, skills and attitudes that will enable him apply commercial and administrative law in an organization

General objectives

- a) At the end of this module unit, the trainee should be able to:
- b) Apply commercial law in business management
- c) Recognize the importance of commercial law in an organization
- d) Apply the relevant legal provisions of commercial law in business management

INTRODUCTION SALE OF GOODS	Meaning of the sale of goods agreement Warranties and conditions in sale of goods agreement Types of contract under the sale of goods agreement Rights and duties of parties in a sale of goods agreement Transfer of goods Terms of trade Ways through which a contract of sale can be terminated	2
LAW OF PARTNERSHIP	Nature of partnership Types of partnership Rights and liabilities of partners Dissolution of partnership	2
CONTRACT OF INSURANCE	Meaning of contract of insurance Parties of to a contract of insurance Terms of a contract of insurance Principles of insurance Types of insurance contracts Remedies available for the breach of contact	4
CONTRACT OF GUARANTEE	Meaning of guarantee Rights and liabilities of parties	4

	Discharge of contract	
CONTRACT OF BAILMENT	Meaning of bankruptcy Parties to a contract of bailment Rights and liabilities of parties in a contract of bailment Factors which contribute to the discharge of a contract of bailment	6
LAW OF BANKRUPTCY	Meaning of bankruptcy Procedure in bankruptcy procedures Rights and disqualification of a bankrupt	2
LAW OF CARRIAGE OF GOODS	Meaning of carriage of goods Types of carriers Modes of carriage Implied terms and conditions Documents used in carriage of goods Rights and liabilities of parties Remedies available to parties in the breach of a contract of carriage of goods	8
COMMERCIAL ARBITRATION	Meaning of commercial arbitration Importance of commercial arbitration Awards given in arbitration	
NEGOTIABLE INSTRUMENTS	Meaning of types of negotiable instruments Types of negotiable instruments Rules applicable in the acceptance of negotiable instruments Discharge instruments	
COMPANY LAW	Meaning of a company Types of companies procedure of forming and incorporating a company Functions of companies Types of shareholders in a company Procedures of winding up a company	
THE ADMINISTRATIVE LAW	Nature of administration law Types of administrative law Functions of administrative law	6
THE STRUCTURE OF GOVERNMENT	Meaning of central government Types of governments Meaning of tribunals Meaning of inquiries	6
JUDICIAL ADMINISTRATIVE ACTION	Meaning of judicial administrative action Types of judicial administrative actions Functions of judicial administrative action	6
NATURAL JUSTICE	Meaning of natural justice Types of natural justice Situations when natural justice is applicable	6
DELEGATED LEGISLATION	Meaning of delegated legislation Types of delegated legislation	6

	Functions of delegated legislation	
EMERGING TRENDS AND ISSUES IN COMMERCIAL ADMINISTRATION	Emerging trends and issues in commercial administrative law Effects of emerging trends and issues in commercial administrative law Ways of managing emerging issues and trends in commercial and commercial law	4

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