



PRACTICE OF MARKETING

Objectives:

The aim of this course is to introduce the student to the application of his marketing knowledge already obtained in Marketing II (Principles of Marketing). This course serves as a bridge between the Marketing I (Principles of Marketing) and Marketing IV (Marketing Strategy)

This course aims to teach learners to understand the marketing process and how to integrate it into a marketing plan.

Content:

Understanding the Marketing Process

The Marketing Planning Process

The Marketing Audit

Setting Marketing Objectives and Strategies

Advertising, Sales Promotion and Sales Plan

Pricing plan

Distribution plan

Marketing information, forecasting and organisation for Marketing planning

Designing and implementing a Marketing Planning System

The copyright of all IMM Graduate School of Marketing material is held by the IMM GSM. No publications may be reproduced without its prior written permission.

February 2008