

Principles and Practice of Marketing Module II KNEC Notes – KNEC Syllabus and Course Outline

Introduction to the Module Unit

Principles and Practice of Marketing is a unit offered to students pursuing business and related diploma courses to equip them with the right attitudes, knowledge and skills needed to apply the principles and practices of sales and marketing in business.

The unit is offered by KNEC to students pursuing the following Diploma courses:

- Diploma in Supply Chain Management
- Diploma in Investment
- Diploma in Maritime Transport Logistics
- Diploma in Human Resource Management
- Diploma in Business Management
- Diploma in Marketing

General Objectives

By the end of this module unit, the learner should be able to:

- Appreciate the role of sales and marketing in business organizations
- Apply the principles, concepts and marketing tools in performing supply management activities
- Identify the factors that influence consumer behaviour in business supply activities
- Co-ordinate the elements of the marketing mix in the marketing process
- Explain the concept of frontline role in customer service provision

Topics/Course Outline Required by KNEC

Topic 1: Nature and Scope of Sales and Marketing

1.1. Meaning of Marketing

1.2. The Marketing Process

1.3. Goals of Marketing

1.4. Marketing Philosophies

1.5. Historical development of marketing

1.6. Role of marketing in economic development

Topic 2: Marketing Environment

- 2.1. Meaning of marketing environment
- 2.2. Micro-environmental factors
- 2.3. Macro-environmental factors
- 2.4. Effects of environmental factors on marketing

Topic 3: Marketing Segmentation and Targeting

- 3.1. Meaning of market segmentation and targeting
- 3.2. Importance of market
- 3.3. Segmentation and targeting
- 3.4. Basis of market segmentation
- 3.5. Process of market segmentation and targeting
- 3.6. Benefits of market segmentation and targeting
- 3.7. Limitations of market segmentation and targeting

Topic 4: Consumer Behaviour

- 4.1. Meaning of consumer market and organisational market
- 4.2. Importance of studying consumer behaviour
- 4.3. Factors influencing consumer and organisational buying behaviour
- 4.4. Buying decision making process for consumer and organisational markets
- 4.5. Role players in the buying decision process for consumer and organisational markets

Topic 5: Marketing Mix

- 5.1. Definition of marketing mix
- 5.2. Elements of the marketing mix
- 5.3. Importance of the marketing mix
- 5.4. Factors affecting the marketing mix elements

Topic 6: Product

- 6.1. Meaning of a product or service
- 6.2. Classification of products
- 6.3. Product decisions
- 6.4. New product development process
- 6.5. Product adoption process
- 6.6. Product life cycles (PLC)

Topic 7: Price

- 7.1. Meaning of Price
- 7.2. Importance of price
- 7.3. Pricing objectives
- 7.4. Methods used in pricing products
- 7.5. Factors affecting pricing

Topic 8: Place/Distribution

- 8.1. Meaning of place
- 8.2. Importance of place/distribution
- 8.3. Channels of distribution
- 8.4. Functions performed by distribution channels members
- 8.5. Role of information communication technology (ICT) in distribution

Topic 9: Promotion

- 9.1. Meaning of Distribution
- 9.2. Importance of Promotion
- 9.3. Promotion Elements

Topic 10: Customer Care

10.1. Meaning of customer care

10.2. Role of Customer Care

10.3. Areas of customer care services

10.4. Sources of customer complaints

Topic 11: Emerging trends and issues in marketing

11.1. Emerging trends and issues in marketing

11.2. Challenges posed by the emerging trends and issues in marketing

11.3. Ways of coping with the challenges posed by emerging trends and issues in marketing