



Week I & II

1. Defining marketing

Definition of marketing. Company orientations toward the marketplace. Marketing environment. Marketing management. Marketing mix. Non profit marketing, B2C Marketing, B2B Marketing.

2. Marketing management

Business mission, Company goals. SWOT analysis, PEST analysis. Business plan, marketing plan. DMU.

Week III & IV

3. Segmentation

Segmentation criteria. B2C Market segmentation. B2B Market Segmentation. Marketing mix (4P). Decision Making Unit.

Week V

4. Product

Product definition. Product strategy. Product life cycle. BCG Matrix. Brand equity. Brand positioning.

Week VI

Test

Week VII & VIII

5. Segmentation of international markets. Entry modes

Week IX

6. Promotion measures.

Brand awareness, GRP, OTH, OTS, reach, Frequency, CPT, CPP, SOV.