

Doctor of Business Administration

Titre du Cours: **Marketing**
Course Title:
Heures: **14 Hours**
Lecture hours:
ECTS Credits:

PRE-REQUIS-PRE-REQUISITE

An understanding of marketing management and marketing research can be beneficial.

OBJECTIFS PÉDAGOGIQUES DU COURS / LEARNING OBJECTIVES

This course is designed to provide an insight of marketing theories, concepts and the practical implications of marketing on businesses from a research perspective. This course not only demonstrates the significance of marketing as a value facilitating business function, but it also provides an understanding on how consumers perceive the value propositions offered to them.

CONTENU DU COURS / DESCRIPTION OF THE COURSE

The entire course is addressed in two folds. In the first phase, this course offers, not only an overview on how marketing theories are implemented in traditional and digital marketing environments. But, it also offers an understanding about the different marketing practices and value propositions offered by businesses to acquire, serve, maintain and retain their customers. In the second phase, this course not only offers an understanding about the consumers purchase decision making process, but it also offers an overview to understand the consumers' evaluative judgements of the service/product and the values perceived by them.

LISTE DES SUJETS OU RESUME DES SÉANCE/ TOPICS OF EACH SESSION OR SUMMARY OF THE COURSE

The course is delivered in five sections. The first section provides an understanding of the theories, concepts, evolution and trends of marketing. Subsequently, this section explores the significance of planning, implementation, control and monitoring of marketing strategies, and how marketing strategies underpin the competitive advantages for businesses. The third section presents the significance of customer acquisition. In this section, the course focusses on recognising, identifying and determining several ways for acquiring customers. The fourth section offers an understanding of service design, customer service and how business facilitate values to serve their acquired customers. The fifth section explores areas to understand the consumers purchase decision making process and how consumers assess the service/product offered and delivered to them. Lastly, this course addresses the significance of customer relationship marketing approaches and how businesses develop sustainable strategies to maintain and retain customers.

METHODES D'EVALUATION (CONTROLE CONTINU) / EVALUATION AND GRADING

- 10% Attendance
- 10 % Classroom participation
- 35% Oral Presentations
- 45% Assignments

REFERENCES BIBLIOGRAPHIQUES / BIBLIOGRAPHY

Baker, M., & Hart, S. (2008). *The Marketing book*. (Sixth Edition), Oxford, England: Butterworth - Heinemann. **ISBN - 10: 0750685662; ISBN - 13: 978 – 0750685665**

Czinkota, M., & Ronkainen, I. (2012). *International Marketing*. (Tenth Edition), Mason, Ohio, USA: South -Western Cengage Learning. **ISBN - 10: 113362751X; ISBN - 13: 978 – 1133627517**

Goldenberg, B.J. (2003) CRM Automation. Upper Saddle, USA: Prentice Hall. **ISBN - 10: 013008851X; ISBN - 13: 978 – 0130088512**

Gronroos, C. (1994). From marketing mix to relationship marketing: towards a paradigm shift in marketing. *Management decision*,32(2),4-20.

Kotler, P., & Armstrong, G. (2012). *Principles of Marketing*. (Fourteenth Edition), Upper Saddle River, New Jersey, USA: Pearson Education. **ISBN - 10: 0132167123; ISBN - 13: 978 – 0132167123**

Lovelock, C., Patterson, P. G., & Wirtz, J. (2014). *Services Marketing*. An Asia-Pacific and Australian Perspective. (Sixth Edition), Melbourne, Australia: Pearson Australia. **ISBN - 10: 1486002706; ISBN - 13: 978 – 1486002702**

Payne, A. (2005). *Handbook of CRM: Achieving excellence through customer management*. Oxford, England: Butterworth-Heinemann. **ISBN - 10: 0750664371; ISBN - 13: 978 – 0750664370**

Payne, A., & Frow, P. (2005). A strategic framework for customer relationship management. *Journal of Marketing*, 69(4), 167-176.

Peelen, E. (2005) *Customer relationship management*, (First Edition), Harlow, England: Pearson Education Limited. **ISBN - 10: 027368177X; ISBN - 13: 978 – 0273681779**

Ravald, A., & Grönroos, C. (1996). The value concept and relationship marketing. *European Journal of Marketing*, 30(2), 19-30.

Rigby, D. K., & Ledingham, D. (2004). CRM Done right. *Harvard Business Review*, 82(11), 118-130.

Rigby, D. K., Reichheld, F. F., & Scheffer, P. (2002). Avoid the four perils of CRM. *Harvard Business Review*, 80(2), 101-109.

Tanner, J., & Raymond, M. A. (2010). *Marketing Principles*. Irvington, New York, USA: Flat world Knowledge. **ISBN - 10: 0982361823; ISBN - 13: 978 – 0982361825**

Vargo, S., & Lusch, R. (2004). Evolving to a new dominant logic for marketing. *Journal of marketing*, 68(1), 1-17.