

(Textile Engineering Department)

Undergraduate

Course Title: **Marketing**

Prerequisite: -

Number of Credits: 2

Lecturer: Dr. Reza Ghasemi Yaghin

Course Topics:

- What Is Marketing? Offerings—Products, Services, and Experiences Customer Needs, Wants, and Demands The Changing Marketing Landscape (The Digital Age: Online, Mobile, and Social Media Marketing)
 - Marketing objectives and planning
 - Company and Marketing Strategy Defining a Market-Oriented Mission and partnering to Build Customer engagement The Boston Consulting Group Approach Developing Strategies for Growth and Downsizing
 - Market segmentations Evaluating Market Segments Selecting Target Market Segments Choosing a Differentiation and Positioning Strategy
 - Consumer Markets and Buyer Behavior Characteristics Affecting Consumer Behavior Buying Decision Behavior and the Buyer Decision Process
 - Market measurement and sales forecasting
 - Market measurement and sales forecasting
 - Pricing Major Pricing Strategies Internal and External Considerations Affecting Price Decisions Price changes
 - Advertisement and promotion Major Advertising Decisions Setting the Advertising Budget Evaluating Advertising Effectiveness
 - Pricing, advertisement and promotion
 - Managing Marketing Information Marketing Research Marketing Information and Today's Big Data
 - Marketing Channels Supply Chains and the Value Delivery Network (Vertical Marketing Systems and Horizontal Marketing Systems) Channel Management Decisions
 - Marketing systems and models
 - marketing systems and models
 - products, Services, and Brands New product development challenges: Product Life-Cycle Strategies
-

Reading Resources:

- Principles of marketing- David L. Kurtz/Louis E. Boone –Thomson-2006
- Martin Christopher and Helen Peck, Marketing Logistics (second edition), Butterworth-Heinemann. 2003.
- Kotler, Philip, and Armstrong, Gary. Principles of Marketing, 17 ed. Englewood Cliffs, NJ: Prentice Hall. 2017.
- Keegan, W.J. "Global Marketing Management", 4th ed. Prentice Hall International Editions, 1989.