

**MAKERERE UNIVERSITY BUSINESS SCHOOL
FACULTY OF MARKETING AND INTERNATIONAL BUSINESS**

COURSE OUTLINE

COURSE TITLE	:	Fundamentals of Marketing
COURSE CODE	:	BSM 2105
ACADEMIC YEAR	:	2026/2027
YEAR OF STUDY	:	Two, Semester One
DEPARTMENT	:	Marketing and Media Studies
PROGRAMME	:	BACHELOR OF BUSINESS STATISTICS

COURSE DESCRIPTION:

Organizations operate in a complex, dynamic and competitive environment. In serving their customers, they face constant challenges, especially due to frequent changes in their environment. Marketing is a discipline that describes the art and science of analyzing markets and harnessing available resources to best serve the organization's customer in order for the organisation to achieve its objectives. This course is designed to introduce you to the essentials of marketing critical to managing profitable customer relationships in today's dynamic and connected world.

DELIVERY METHOD:

Because marketing is a practical discipline that involves art as much as science, this course will be taught through a combination of straight lectures on the concepts and principles, discussions of their applications and case analyses for some significant marketing issues. Students' reflections of the day's material and their contributions to the discussion are important elements of the learning process.

COURSE OBJECTIVES:

Specifically, the objectives of the course are to:

- i) Provide you with an integrated view and appreciation of the marketing processes.
- ii) Introduce you to marketing terminologies and concepts.
- iii) Introduce you to the basic practices and problems in marketing and to the skills involved in marketing goods and services.
- iv) Emphasize the importance of both predicting and analysing consumer's responses to marketing actions.
- v) Introduce you to marketing research and give you an opportunity to either participate in or conduct a very small-scale study, and
- vi) Promote students' interest in marketing as a career in such areas as sales, advertising, e-marketing, customer care, marketing research, wholesaling, packaging and physical distribution.

Week No.	Topic	Facilitator
1	Introduction to Marketing: Definition; core marketing terms/concepts; evolution of marketing; and marketing philosophies/orientations.	Mr. Timothy Kimera
2	Marketing Environment: Internal and external environment; and Analysis models.	Mr. Timothy Kimera
	Introduction to Case Study Analysis: Case One.	Mr. Timothy Kimera
3	Customer Behaviour: Definition, Consumer/Business market traits; Factors affecting customer behaviour; decision-making processes (DMP); and participants in the DMP.	Mr. Timothy Kimera
4	Marketing Research: Definitions; Need for MR and MIS; Data sources; Data collection methods; and MIS components.	Mr. Timothy Kimera
	Coursework test for assessment one	
5	Segmentation Targeting and Positioning (STP): Definitions; Bases, measures and requirements.	Isaac B
6	THE MARKETING MIX Product: Introduction to the Marketing mix (4-7ps); Definitions (Product mix, assortment, depth, width, product lines); Product levels, Product classification; Branding and Packaging; New Product development. Services: Definition, characteristics, classifications and types of marketing in the services industry.	Isaac B
8	Pricing: Definitions; objectives; Process, methods and factors; and approaches and strategies.	Isaac B
	Coursework test for assessment two	
9	Distribution (Place): Channel levels; channel members and functions; and Factors to consider when choosing a distribution channel.	Ms Becky
10	Promotion: Overview of communication process; Promotion mix, tools and objectives; Promotion elements advantages and disadvantages; Promotion strategies (Pull, Push and Integrated).	Ms Becky
11	Ethical issues in Marketing: Consumers' rights, Marketers' rights, Ethical issues in selling, Advertising, Pricing, Product, Distribution, Marketing research, etc.	Ms Becky
12	ICT in Marketing: Forms of e-marketing, importance and challenges.	Ms Becky
13	Revision	All

COURSE ASSESSMENT:

The examination will cover the student's knowledge and understanding of Principles of Marketing and their application to marketing problems.

Coursework Assessment	30%
Final Examination	70%

Total **100%**

COURSE RESOURCES:**Textbooks:**

1. Kotler, P., Armstrong, G., Harris, L. C., & Hongwei, H. (2018). *Principles of Marketing*. 8th European Edition. Pearson Education Limited.
2. Kotler, P. & Armstrong, G. (2014). *Principles of Marketing*. 15th Edition. Pearson Education Limited.
3. Palmer, A. (2000). *Principles of Marketing*. 1st Edition. New York: Oxford University Press Inc.
4. Stanton, et al., (2014) *Marketing: 13th Edition*. United States: McGraw-Hill Companies Inc.

COURSE REQUIREMENTS:

Students must fulfil all course requirements in order to achieve a passing grade. This includes;

- Class attendance is compulsory and must be greater than 75% in order to be eligible to sit for the final examination.
- Students should participate actively in the classroom discussion.
- The school is committed to the highest standards of academic integrity and honesty. Thus, students are particularly urged to avoid any behaviour, which could potentially result in suspicions of cheating, plagiarism, and misconduct.
- Students should avoid obtaining a final mark falling below 50% as this will imply failure and retaking the course when next offered. Thus, students should take coursework seriously since it contributes significantly to the final mark.

This course is authorised for use by:

Head, Department of Marketing and Media Studies

Date

Dean, Faculty of Marketing and International Business

Date

All rights reserved. This course outline is the property of Makerere University Business School. No part of this outline may be reproduced or used in any form or by any means - graphic, electronic or mechanical, including photocopying, or information storage and retrieval system - without written consent from the Head, Department of Marketing, and International Business of Makerere University Business School.