

# Managerial Marketing

## Course description

Examines theories of markets & marketing, consumer behaviour, applications of behavioural science & basic marketing principles.

## Course Introduction

Managerial Marketing has been designed to provide you with an introduction to the field of marketing. The course focuses on the role of marketing and its importance in contemporary organizations and society. During the semester we will critically explore marketing principles, concepts and models from a practical perspective. You will have the opportunity to apply this theory through the analysis of a variety of real-world examples directed at amplifying your understanding of how marketing concepts are used.

## Module Content

Indicative Content includes:

- To enable students to understand the key principles of marketing theory and be familiar with core marketing concepts and models.
- To enable students to critically evaluate marketing strategies and apply relevant marketing models, theories and concepts.
- To provide students with an understanding of practical marketing application in the context of organizations.
- To understand the role and impact of marketing in society
- To introduce students to the key issues in marketing and provide a solid foundation for further study in this area.