

**MULTIMEDIA UNIVERSITY COLLEGE OF KENYA**

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**FACULTY OF MEDIA AND COMMUNICATIONS**

***COURSE OUTLINE***

**CODE: DPR 152**

**UNIT: MARKETING AND PUBLIC RELATIONS**

**LECTURER: LINET WAMBUI**

**Course Purpose**

To introduce students to marketing concepts and challenges. Students will learn how to use Public Relations to market.

**Course Learning Outcomes**

By the end of this course the student should be able to:

1. Explain the different concepts used in marketing.
2. Discuss the ethics and challenges that affect marketers
3. Use Public Relations to market various goods and services.

**Requirements**

* Students are expected to be punctual for lectures
* Regular attendance to lectures is highly encouraged
* Active participation in class discussions is emphasized
* Assignments should be handed in when required.

**Teaching Methodology**

Lecture, group activities, class discussions demonstrations and illustrations

**Evaluation**

Continuous Assessment Test (30%), Examination (70%)

**COURSE CONTENT**

WEEK ONE: OVERVIEW OF PR & MARKETING

* The meaning of PR and marketing
* Relationship and Difference between PR and marketing
* The scope of marketing
* PR tools and activities

WEEK TWO: MARKETING PHILOSOPHIES

* Core marketing concepts
* The production concept
* The product concept
* Selling concept
* The marketing concept
* Social marketing concept

WEEK THREE: MARKETING RESEARCH

* Developing marketing information and marketing research process
* Marketing research methodology
* Importance of conducting marketing research

WEEK FOUR: INTEGRATED MARKETING COMMUNICATION

* Principles of IMC
* IMC process
* The IMC Strategy
* Challenges of IMC implementation

WEEK FIVE: CAT ONE

WEEK SIX: BRANDING

* Brand decisions
* Steps to building a brand
* Benefits of branding
* Brand loyalty, equity
* Desirable qualities for a brand name

WEEK SEVEN: CONSUMER BEHAVIOUR

* Characteristics affecting consumer behaviour
* Types of buying decision behaviour
* Consumer purchase decision process
* Participants in the consumer purchase decision process

WEEK EIGHT: MARKET SEGMENTATION

* Levels of market segmentation
* Bases for segmenting consumer markets
* Developing market segments

WEEK NINE: MARKETING COMMUNICATION MIX

* Public Relations
* Advertising
* Personal selling
* Sales promotion
* Publicity

WEEK TEN: CAT TWO/ Assignment presentations

WEEK ELEVEN: MARKETING AND NEW MEDIA

* Online Marketing Channels
* Major forces shaping the Internet age
* Marketing strategy in the new digital age
* PR and communications issues

WEEK TWELVE: PRODUCT DECISIONS

* The nature of products
* The product lifecycle (PLC): characteristics
* Product pricing strategies
* New product development process

WEEK 13: SUSTAINABLE MARKETING: SOCIAL RESPONSIBILITY AND ETHICS

* Bu*s*iness Actions Towards Socially Responsible
* Consumer actions to promote sustainable marketing
* Social criticisms of marketing
* PR and Social Responsibility

WEEK 14: REVISION & EXAMINATIONS

**Course Textbooks**

Kotler, P., Wong, V., Saunders, J. & Armstrong, G. (2005) *Principles of marketing* (4th European ed.). London: Prentice Hall.

Kotler, P. A. (2003). *Principles of marketing* (9th ed). New Jersey: Pearson Educational

Stone, M. A. & Desmond, J. (2007). *Fundamentals of Marketing*. New York: Routledge.

**Course Reference Materials**

Randall G. (2005). *Branding - A practical guide to planning your strategy.* London: Kogan Page Ltd.

Smith, P.R and Taylor, J. (2010). *Marketing Communications: An Integrated Approach*. (4th ed.). London: KoganPage.

Ogilvy, D., & Harlow, M. (2008). *The Complete Advertising and Marketing Handbook by Confessions of an Advertising Man.* London: McGraw Hill