**REGULAR MASTERS COURSE OFFERING FOR 2012 SECOND SEMESTER FOR YEAR I AND II STUDENTS**

**Program: Masters Year: II Semester: II**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Course Code** | **Course Title** | **ECTS** | **Cr.Hr** | **Instructor’s Full Name** | **Remark** |
| **1** | MAMM7055 | Thesis in Marketing Management II | 5 | 3 | ADVISORS |  |

**Program: Master Year: I Semester: II**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No** | **Course Code** | **Course Title** | **Cr.Hr** | **Instructor’s Full Name** | **Remark** |
| **1** | MAMM6034 | Social Marketing | 2 | Desalegn |  |
| **2** | MAMM6032 | Product and Brand Management | 2 | Endalkachew A. |  |
| **3** | MAMM6053 | Marketing Research | 3 | Endalkachew A. |  |
| **4** | MAMM6012 | Strategic Marketing Management | 3 | Dr. Girma |  |
| **5** | MAMM6033 | Sales and Channel Management | 3 | Desalegn |  |

**EXTENSION MASTERS STUDENTS COURSE OFFERING FOR 2012 SECOND SEMESTER FOR YEAR I, II AND III**

**Program: Masters Year: I Semester: II**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No** | **Course Code** | **Course Title** | **Cr.Hr** | **Instructor’s Full Name** | **Remark** |
| **1** | MAMM6052 | Introduction to Econometrics | 3 | TBA |  |
| **2** | MAMM6031 | Service Marketing | 2 | Dr. Girma |  |
| **3** | MAMM621 | Product and Brand Management | 2 | Endalkachew A. |  |

**Program: Masters Year: II Semester: II**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No** | **Course Code** | **Course Title** | **Cr.Hr** | **Instructor’s Full Name** | **Remark** |
| **1** | *MAMM6053* | *Marketing Research* | *3* | Endalkachew A. |  |
| **2** | MAMM6034 | Social Marketing | 2 | Desalegn |  |
| **3** | MAMM7042 | International Marketing | 2 | Dr. Girma |  |

**Year: III Semester: II**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No** | **Course Code** | **Course Title** | **Cr.Hr** | **Instructor’s Full Name** | **Remark** |
| **1** | *MAMM7055* | *Thesis in Marketing Management II* | *3* | Advisors |  |

**Course Guidebook**

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| --- | --- | --- | --- | --- | --- |
| **C:\Documents and Settings\Arsema\My Documents\My Pictures\Copy of WU Logo.bmp**  **Wollo University**  **College of Business and Economics**  **Department of Marketing Management**  **Master Program** | | | | | |
| **Department** | Marketing Management | | | | |
| **Course code** | MAMM6012 | | | | |
| **Course Title** | Strategic Marketing Management | | | | |
| **Program** | **MA in Marketing Management** | | | | |
| **Module Name** | Fundamentals of Marketing | | | | |
| **Module Number** | 01 | | | | |
| **Course Chair** |  | | | | |
| Office Location | | | | |
| Mobile: | | | | |
| Consultation Hours: | | | | |
| **Instructor/Tutor** |  | | | | |
| Office Location | | | | |
| Mobile | | | | |
| Consultation Hours: | | | | |
| **ECTS Credits (CP)** | 5 | | | | |
| **Contact Hours (per week)** | Lecture | Tutorial | Lab/practical | Home Study | Total |
| 3 | 0 | **0** | 9 | 12 |
| **Lecture days, Hours, and Rooms** |  | | | | |
| **Target Student** | Marketing Management 1st year students | | | | |
| **Year/Semester** | Year I Semester II | | | | |
| **Status of the Course** | Compulsory | | | | |

**Course Description**

This course provides both the theoretical study and hands-on practice of marketing strategy. Students will learn the most advanced marketing theories and various new opinions in the marketing field from leading scholars. They will also learn how to apply these theories. Strategic marketing is the process of creating satisfied customers through the integration of all business functions and through the continuous search for a sustainable competitive advantage through innovation. The course is designed to develop analytical skills in the formulation and implementation of market driven strategies for an organization. The focus is on strategic decision-making which has a long-term impact on the organization

**Course objectives**

The detailed objectives of this course are as follows:

* To define marketing and marketing management processes
* To understand how to analyze marketing environments
* To know how to segment markets and find out desired target markets
* To understand how different factors influence consumer behaviours and buyer decision processes
* To understand the strategic planning for a marketing mix – product, price, place and promotion, and to be able to develop a marketing plan

**Course Content**

**Chapter One: Introduction to marketing and marketing strategy (2 weeks)**

* 1. The Nature of Marketing
  2. The Management Process
  3. Strategic Decisions & the Nature of the Strategy
  4. The Marketing/Strategy Interface

**Chapter Two: Marketing environment analysis (3 weeks)**

2.1 Marketing Audit - Its Meaning

2.2 Reviewing Marketing Effectiveness

* 1. Role of SWOT Analysis

2.4 Characteristics of Effective Audits

**Chapter Three: Marketing strategy process (2 weeks)**

* 1. Nature & Purpose of Market Segmentation
  2. Bases for Segmentation
  3. Approaches to Segmenting Industrial Markets
  4. Market Targeting
  5. Product Positioning

**Chapter Four: Approach to Customer Analysis (3 weeks)**

* 1. Model of Buyer Behavior
  2. Factors Influencing Consumer Behavior
  3. The Buying Decision Process
  4. Organizational Buying Behavior

**Chapter Five: Formulation of Strategy; Analyzing the Product Portfolio (1 week**

* 1. The Development of Strategic Perspective
  2. Models of Portfolio Analysis
  3. Strategy Implementation, Controlling and Evaluation

**Chapter Six: Pricing Policies & Strategies (1 week)**

* 1. Role & Significance of Price
  2. Approaches to Price Setting
  3. Pricing Objectives
  4. Pricing Methods
  5. Using Price as a Tactical Weapon
  6. Offensive Pricing

**Chapter Seven: Promotional Plan (1 week)**

* 1. The Promotional Mix
  2. Integrating the Elements of the Promotion Mix
  3. Advertising Plan
  4. Planning for Personal Selling
  5. planning for sales promotion
  6. planning for public relation and publicity
  7. planning for direct marketing

**Chapter Eight: Distribution Plan (1 week)**

* 1. Distribution Audit
  2. Distribution Objectives
  3. Distribution Strategies
  4. Evaluation & Control

Assessment

Seminar 20%

Article review 20%

Case study 20%

Final Examination 40%

Total 100%

***References***

* David W. Carvens and Nigel F.Piercy (2006). *Strategic Marketing* (8th ed.) McGraw-Hill.
* De Wit, B. & Meyer, R. (1994). *Strategy: Process, Content, Context – an*
* Ellis, J. & Williams, D. (1995). *International Business Strategy*. Pitman
* Mintzberg, H., Quinn, J. & Ghoshal, S. (1995). *The Strategy process*.

Pearce, J. & Robinson, R. (1994). *Strategic Management: Formulation,*

* Rosen, R. (1995). *Strategic Management: an introduction*. Pearson Education
* Thompson, A. & Strickland, A. (1996). *Strategic Management: concepts and practices*

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| --- | --- | --- | --- | --- | --- |
| **C:\Documents and Settings\Arsema\My Documents\My Pictures\Copy of WU Logo.bmpWollo University**  **College of Business and Economics**  **Marketing Management Department**  **Master Program** | | | | | |
| **Department** | Marketing Management | | | | |
| **Course code** | MAMM 6034 | | | | |
| **Course Title** | Social Marketing | | | | |
| **Post graduate Program** | **MA in Marketing Management** | | | | |
| **Module Name** | Product, Channel and Service Marketing | | | | |
| **Module Number** | 03 | | | | |
| **Course Chair** |  | | | | |
| Office Location | | | | |
| Mobile: | | | | |
| Consultation Hours: | | | | |
| **Instructor/Tutor** |  | | | | |
| Office Location | | | | |
| Mobile | | | | |
| Consultation Hours: | | | | |
| **ECTS Credits (CP)** | 5 | | | | |
| **Contact Hours (per week)** | Lecture | Tutorial | Lab/practical | Home Study | Total |
| 2 | 0 | **0** | 7 | 9 |
| **Lecture days, Hours, and Rooms** |  | | | | |
| **Target Student** | Post graduate Marketing Management 1st year students | | | | |
| **Year/Semester** | Year I Semester I | | | | |
| **Status of the Course** | Compulsory | | | | |

**Course Description**

|  |
| --- |
| Since the 1960s Social Marketing has existed as recognizable study within academic marketing. Students now customarily cite campaigns aimed at curbing drink-driving, smoking and at encouraging safe sex as influential in their thinking about marketing and marketing communications. Social, ethical and particularly environmental issues are especially at the fore-front of young people's concerns and attract attention to brands which have well-developed corporate social responsibility programs. Work experience and future career options for students include working in governmental, charity, political and non-profit marketing and this course prepares them for that option. |

The course content covers some of the theoretical bases for understanding and changing anti-social and environmentally damaging behavior. The course then encourages reflection on the wider relationship that impact on social issues. Stakeholder and relationship marketing models are applied to understand the wider context of these issues. The course also introduces a critical perspective on marketing and its responsibilities. Course lectures will introduce the course a structured approach to social marketing problems. **Course Objectives**

|  |
| --- |
| * To be able to apply consumer research techniques to the understanding of social issues. * To appreciate the behavioral basis of social marketing. * To enable students to exercise judgment in the application of theory * To apply strategic marketing thinking - segmentation, targeting and positioning - to social problems. * To support the development of marketing students into critical thinkers on issues of social, ethical and environmental importance. * To support the development future marketing managers to engage with social issues in a positive and open-minded way. * To enable them to envisage the impact of current and future trends on the role and implementation of Marketing. * To encourage further research and enquiry into the social issues for which the discipline might contribute partial solutions. |

**Chapter One: An overview of Social Marketing (3 weeks)**

1.1 The nature and tasks of Social Marketing

1.2. What is Social Marketing?

1.3 The social Marketing Management Process

1.4 The steps in the process-marketing management process

1.4.1 Analyzing the Social Marketing Environment

1.4.2 Researching the Target-Adopter Population

1.4.3 Designing Social Marketing Objectives and Strategies

1.4.4 Social Marketing Mix ( We will see in detail in next chapter)

1.4.5 Organizing, Implementing, Controlling and Evaluating the Social Marketing Effort

**Chapter Two: PLANNING SOCIAL MARKETING PROGRAMS & DESIGNING THE SOCIAL PRODUCT (4 weeks)**

2.1 PLANNING SOCIAL MARKETING PROGRAMS

2.2 Social-Marketing-Mix Programs:

1. Product Positioning

2. The Branding and Packaging Program

3. The Advertising Program

4. The Distribution and Selling Program

5. The Pricing Program

2.3 DESIGNING THE SOCIAL PRODUCT

2.3.1 The Concept of Social Product

2.3.2 Types of Social Products

2.3.3 Demands of Target Adopters and Marketing Tasks

1. Latent demand:-
2. Under filled demand:-
3. Unwholesome demand:-
4. Dual versus single demand:-
5. Abstract demand:-

**Chapter Three: POSITIONING & DISTRIBUTING THE SOCIAL PRODUCT (3 weeks)**

3.1 Positioning of the Social product

1. Segmenting the Target-Adopter Population
2. Market Targeting
3. Product Positioning
4. Branding and Packaging a Tangible Product

3.2 Distributing a social product

3.3 Channel Levels

3.4 Channel Position, Role, and Conflict

**Chapter Four:** MANAGING THE NONMONETARY COSTS OF ADOPTION & SOCIAL MARKETING OF SERVICES **(3 weeks)**

4.1 Managing of the non-monetary costs of adoption

* Time Costs
* Perceived Risks
* Managing of Marketing of social Services

4.2. Unique Characteristics of Social Marketing Services

1. Intangibility
2. Inseparability
3. Variability
4. Perishability

**Chapter 5: MANAGING THE COSTS OF ADOPTION (3 weeks)**

* 1. Managing the Monetary Costs of Adoption
  2. *The Marketing Functions of Pricing*
* The accessibility function
* The product-positioning function.
* *The demarketing function*
  1. *Setting the Objectives of Pricing*
* Maximizing Profits.
* Recovering Costs.
* Maximizing the Number of Target Adopters.
* Social Equity.
* Demarketing.
  1. *Method of Price Setting*
* Cost-based pricing
* *The prices of competitors’ products*.

Target adopters’ sensitivity

Assessment

Seminar 20%

Article review 20%

Case study 20%

Final Examination 40%

Total 100%

**References**

Andreasen, A. (1995). *Marketing for Social Change: Changing Behavior to Promote Public Health, Social Development and the Environment.* San Francisco: Jossey-Bass.

Bryant, C.A., Forthofer, M.S., McCormack Brown, K., & McDermott, R.J. (1999). Community-based prevention marketing. *Social Marketing Quarterly*, 5(3), 54-59.

Formoso, G., Marata, A.M., & Magrini, N. (2007). Social marketing: Should it be used to promote evidence-based health information. *Social Science & Medicine*, 64, 949-953.

Gordon, R., McDermott, L., Stead, M., & Angus, K. (2006). The effectiveness of social marketing interventions for health improvement: What’s the evidence? *Public Health*, 120, 1133-1139.

Grier, S., & Bryant, C.A. (2005). Social marketing in public health. *Annual Review of Public Health*, 26, 6.1-6.21.

Hastings, G., & Saren, M. (2003). The critical contribution of social marketing: theory and application. *Marketing Theory,* 3(3), 305-322

**Course Guidebook**

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| **C:\Documents and Settings\Arsema\My Documents\My Pictures\Copy of WU Logo.bmp**  **Wollo University**  **College of Business and Economics**  **Department of Marketing Management**  **Master Program** | | | | | |
| **Department** | Marketing Management | | | | |
| **Course code** | MAMM6032 | | | | |
| **Course Title** | Product and Brand Management | | | | |
| **Degree Program** | **MA in Marketing Management** | | | | |
| **Module Name** | Product, Channel and Service Marketing | | | | |
| **Module Number** | 03 | | | | |
| **Course Chair** |  | | | | |
| Office Location | | | | |
| Mobile: | | | | |
| Consultation Hours: | | | | |
| **Instructor/Tutor** |  | | | | |
| Office Location | | | | |
| Mobile | | | | |
| Consultation Hours: | | | | |
| **ECTS Credits (CP)** | 5 | | | | |
| **Contact Hours (per week)** | Lecture | Tutorial | Lab/practical | Home Study | Total |
| 2 | 0 | **0** | 7 | 9 |
| **Lecture days, Hours, and Rooms** |  | | | | |
| **Target Student** | Marketing Management 1st year students | | | | |
| **Year/Semester** | Year I Semester II | | | | |
| **Status of the Course** | Compulsory | | | | |

**Course Description**

This course primary emphasizes on brand selection and product development.

Major topics subsumed in this include the type of new product, the purpose of product development, historical background of brand, fundamental principle of launching a new brand, brand extension and multiple brand portfolios. The main idea of the Product and Brand Management course is to give you a fundamental understanding of how to understand, build, measure, analyze and manage brands and product categories for a company. The course content has a tilt towards big businesses where the PBM role is more distinct from other roles.

Managing product-markets and building brand equity involves managing brands within the context of other brands, as well as managing brands over multiple categories, over time, and across multiple market segments.

First, we will provide a framework within which students will be able to identify and understand variables that drive the success of brands and product lines and the interrelationships among these variables. We shall look at frameworks from academic thinkers as well as those from Industry from proprietary sources. Second, we shall provide practical tools to develop and implement winning product and brand strategies in an array of customer contexts and competitive contexts. This course will especially focus on best-in-class branding strategies and practices across a number of industries – in global as well as national context.

**Course Objectives:** The intent of this course is to :

* Obtain an overview of product development and brand management.
* Develop an understanding of the central importance of managing brand.
* Develop an understanding to lunch new product and new brand.
* Explain the impact of brands name on the successfulness of products
* Describe the characteristics of strong brand.
* Appreciate how branding affects the success firms of among products of same nature

**Course Contents**

**Chapter One: New Products Development (2 weeks)**

1.1. Definition of new products

1.2. Types of new product categorization

1.3. Organization for new product development

1.4. The process of new product development

1.5. Factors for successful innovation

**Chapter Two: Overview of Brand Management (2 weeks)**

* 1. Introduction of brand management and its definition.
  2. Establishing a sound brand
  3. Type of brand name
  4. Relation and difference of Brand and product
  5. The benefit of strong brand
  6. Why do brand matter?
  7. Brand challenge and opportunities
  8. Strategic brand management

**Chapter Three:** **Customer Based Brand Equity (CBBE) (2 weeks)**

* 1. Definition of CBBE
  2. Making a brand strong: Customer knowledge
     1. Brand awareness
     2. Brand image
  3. Building a strong brand: The four steps of brand building
     1. Brand identity
     2. Brand meaning
     3. Brand response
     4. Brand relationships

**Chapter Four: Brand positioning and values (1 week)**

* 1. Identifying and establishing brand positioning
  2. Positioning guidelines
  3. Defining and establishing brand values

**Chapter Five: Choosing brand elements to build brand equity (2 weeks)**

* 1. Criteria for choosing brand elements
  2. Options and tactics for brand elements
  3. Putting it all together

**Chapter Six: Designing marketing programs to build brand equity (3 weeks)**

* 1. Product strategy
  2. Pricing strategy
  3. Channel strategy
  4. Communication strategy

**Chapter Seven: Introducing and naming new products and brand extensions (2 week)**

* 1. New products and brand extensions
  2. Advantages and disadvantages of extensions
  3. Evaluating brand extension opportunities

**Chapter Eight: Managing brands over time (2 weeks)**

* 1. Reinforcing brands
  2. Revitalizing brands
  3. Adjustments to the brand portfolio innovation

Assessment

Seminar 20%

Article review 20%

Case study 20%

Final Examination 40%

Total 100%

**Recommended texts/references**

1. Kevin lane Keller (2003) Strategic Brand Management, 2nd ed prentice hall of India plc, New Delhi.
2. Merly, Crowford & Anthony Di Benedito (2000) New product Management, 6th ed McGraw-hill Inc.
3. Principles of marketing, Philp kotler and Armsrong, 10th ed.prentice-hall India.
4. Www. Product and brand management course materials.com

**Course Guidebook**

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| **C:\Documents and Settings\Arsema\My Documents\My Pictures\Copy of WU Logo.bmp**    **Wollo University**  **College of Business and Economics**  **Marketing Management Department**  **Master Program** | | | | | |
| **Department** | Marketing Management | | | | |
| **Course code** | MAMM 6031 | | | | |
| **Course Title** | Service Marketing | | | | |
| **Program** | **MA in Marketing Management** | | | | |
| **Module Name** | Product, Channel and Service Marketing | | | | |
| **Module Number** | 03 | | | | |
| **Course Chair** |  | | | | |
| Office Location | | | | |
| Mobile: | | | | |
| Consultation Hours: | | | | |
| **Instructor/Tutor** |  | | | | |
| Office Location | | | | |
| Mobile | | | | |
| Consultation Hours: | | | | |
| **ECTS Credits (CP)** | 5 | | | | |
| **Contact Hours (per week)** | Lecture | Tutorial | Lab/practical | Home Study | Total |
| 2 | 0 | **0** | 7 | 9 |
| **Lecture days, Hours, and Rooms** |  | | | | |
| **Target Student** | Post graduate Marketing Management 1st year students | | | | |
| **Year/Semester** | Year I Semester I | | | | |
| **Status of the Course** | Compulsory | | | | |

Description

This course examines the important and growing role services marketing plays in both consumer and organizational target markets. Discussing current issues in services marketing and customer service strategies, this course focuses on effective customer relationship management; key service delivery elements; and service recovery strategies that lead to the successful implementation of a customer focus in service-based businesses.

The course involves readings, videos, case studies, and online postings of current trends in services marketing to provide you, not only with a working knowledge of current trends, but also the opportunity to interpret and relate these trends to a variety of services firms.

Objectives

On completion of the course, students will be able to:

* Explain the unique challenges of services marketing, including the elements of product, price, place, promotion, processes, physical evidence, and people.
* Describe how customer relationship marketing (CRM), including retention strategies, creates an environment that achieves excellence in customer service.
* Design service quality measurements to build customer loyalty and evaluate the effectiveness and efficiency of customer service offerings.
* Explain service blueprinting, the integration of new technologies, and other key issues facing today's customer service providers and service managers.
* Discuss the influences of the multicultural marketplace, business ethics, and socially responsible marketing on services marketing.
* Conduct a services audit plan for a service firm.
* Integrate course concepts into individual performance to become better customer service representatives in the service environment.

Course Outline

Chapter One: Introduction to Services Marketing (3 weeks)

1.1 The Scope of Services Marketing

The Gaps Model of Services Quality

1.3 Focus on the Customer-Consumer Behaviour

1.4 customer Expectations in Services

1.5 Customer Perceptions in Services

Chapter Two: Services Marketing: Understanding the Customer (3 weeks)

Listening to Customers Through Research

Building Customer Relationships

Service Recovery

Chapter Three: Standardizing and Aligning the Delivery of Services (2 weeks)

Service Development and Design

3.2 Customer-Defined Service Standards

3.3 Physical Evidence and the Service scape

Chapter Four: People in Service Delivery (3 weeks)

4. 1 Employees' Roles in Service Delivery

Customers' Roles in Service Delivery

4. 3 Delivering Service through Intermediaries and Electronic Channels

4. 4 Managing Demand and Capacity

Chapter Five Promotions and Pricing Strategies in Services Marketing (2 weeks)

5. 1 Integrated Services Marketing Communications

5.2 Pricing of Services

5.3 The Financial and Economic Impact of Service

Assessment

Seminar 20%

Article review 20%

Case study 20%

Final Examination 40%

Total 100%

*References*

Christian Groonroos (2000). *Service Management and Marketing*. New York:Willey.

Christopher Lovelock and Jozhen Wirtz (2004). *Services Marketing*. New Jersy: USA and Dorling Kinersley Ltd.

Donnelly, J.A. and George,W.R, (1982). *Marketing of Services*. Chicago: American Marketing Association.

Holt, David H. (1992). *Entrepreneurship*. New Jersy: Prentice-Hall Inc,

McCarthy, Jerome and William Perreault, (1992). Essentials of Marketing. Homewood, IL: Irwin.

Philip Kotler (2000). *Marketing Management*. New Jersy: Prentice-Hall Inc.

Philip Kotler and Gray Armstrong (2000). *Principles of Marketing*. New Jersy: Prentice-Hall Inc.

Course Guidebook

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| C:\Documents and Settings\Arsema\My Documents\My Pictures\Copy of WU Logo.bmp    Wollo University  College of Business and Economics  Marketing Management Department  Master Program | | | | | |
| Department | Marketing Management | | | | |
| Course code | MAMM 6033 | | | | |
| Course Title | Sales and Channel Management | | | | |
| Program | MA in Marketing Management | | | | |
| Module Name | Product, Channel and Service Marketing | | | | |
| Module Number | 03 | | | | |
| Course Chair |  | | | | |
| Office Location | | | | |
| Mobile: | | | | |
| Consultation Hours: | | | | |
| Instructor/Tutor |  | | | | |
| Office Location | | | | |
| Mobile | | | | |
| Consultation Hours: | | | | |
| ECTS Credits (CP) | 8 | | | | |
| Contact Hours (per week) | Lecture | Tutorial | Lab/practical | Home Study | Total |
| 3 | 0 | 0 | 9 | 12 |
| Lecture days, Hours, and Rooms |  | | | | |
| Target Student | Post graduate Marketing Management 1st year students | | | | |
| Year/Semester | Year I Semester II | | | | |
| Status of the Course | Compulsory | | | | |

**Course Description**:

The goal of this course is to examine the elements of an effective sales force as a key component of the organization’s total marketing effort and to introduce the students with the nature of logistics and management of marketing channels.

**Objectives**

* To gain a solid understanding of professional sales including its planning and staffing, structure, and evaluation.
* To understand how to manage and motivate a professional sales force from the perspectives of a sales manager (authority) and a marketing manager (influence)
* To develop an understanding of logistics and channel management

**Course contents**

**Chapter One**: Forecasting Market Demand, Sales Budgets, and Sales Quotas (4 weeks)

1.1. Forecasting Market Demand

1.2. The Forecasting Process

1.3. Sales Forecasting Methods

1.4. The Sales Manager’s Budget

1.5. What is Quota?

1.6. Why is Quotas Important?

**Chapter Two**: Planning for and Recruiting Successful Salespeople (4 weeks)

2.1 The Recruitment process

2.2 Job Analysis

2.3. Manpower Planning

2.4. Job Descriptions

2.5. Job Specifications

2.6. Sources of Sales Recruits

2.7. Problems in Screening Applicants

2.8. Selecting Applicants

**Chapter Three**: Training the Sales Team (2 weeks)

3.1 What is Sales Training?

3.2 Importance of Sales Training

3.3 Methods of Sales Training

**Chapter Four**: Compensating (Remunerating) Salespeople (2 weeks)

4.1. Need for Sound Remuneration Plan

4.2. Functions of Compensation (Remuneration) Plan

4.3. Importance of Compensation

4.4. Factors Affecting Remuneration Plan

4.5. Methods of Compensation

**Chapter Five**: Evaluation and Control of Salespeople (2weeks)

5.1. Performance Appraisals – what are they?

5.2. Performance Appraisal Processes and Procedures

5.3. Rules for Performance Appraisals

**Chapter Si**x:-An overview of Logistics & Channel management (2 weeks)

6.1 Definition of logistics

6.2 The role and importance of logistics

6.3 Logistic systems, costs and components

6.4 The output of logistic system

6.5 Four key area of interfaces between logistics & Channel management

**Assessment**

Seminar 20%

Article review 20%

Case study 20%

Final Examination 40%

Total 100%

Reference

Futrell, Charles M, (2001). Sales Management; Teamwork, Leadership, and Technology. 6th Ed. Harcourt College Publishers.

Other sales and channel management related materials can be consulted.

Course Guidebook

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| C:\Documents and Settings\Arsema\My Documents\My Pictures\Copy of WU Logo.bmp  Wollo University  College of Business and Economics  Marketing Management Department  Master Program | | | | | |
| Department | Marketing Management | | | | |
| Course code | MAMM 7042 | | | | |
| Course Title | International Marketing | | | | |
| Program | MA in Marketing Management | | | | |
| Module Name | International Business Marketing | | | | |
| Module Number | 04 | | | | |
| Course Chair |  | | | | |
| Office Location | | | | |
| Mobile: | | | | |
| Consultation Hours: | | | | |
| Instructor/Tutor |  | | | | |
| Office Location | | | | |
| Mobile | | | | |
| Consultation Hours: | | | | |
| ECTS Credits (CP) | 5 | | | | |
| Contact Hours (per week) | Lecture | Tutorial | Lab/practical | Home Study | Total |
| 2 | 0 | 0 | 7 | 9 |
| Lecture days, Hours, and Rooms |  | | | | |
| Target Student | Post graduate Marketing Management 1st year students | | | | |
| Year/Semester | Year II Semester I | | | | |
| Status of the Course | Compulsory | | | | |

Course Description

This course is designed to provide the student with an overview of the international marketing arena. The course deals with all aspects of marketing from an international perspective and prepares students to deal with foreign competitive situations and international opportunities. It also includes material on e-commerce and internet marketing. It offers practical hands-on exposure to marketing challenges faced by Canadian small and medium-sized businesses.

Course Objectives

The goal of this course is to introduce you to international marketing and to the dynamic and competitive nature of trade in countries other than Canada. You will learn international marketing strategies and will be able to describe the international marketing process.

Upon completion of this course, you should be able to:

Apply the key terms, definitions, and concepts used in marketing with an international perspective.

Compare the value of developing global awareness vs. a local perspective in marketing.

Evaluate different cultural, political, and legal environments influencing international trade.

Distinguish the advantages and disadvantages Canadian products and services possess in international marketing in both emerging markets and mature markets.

Explain the impact of global and regional influences on products and services for consumers and businesses.

Apply basic internationally oriented marketing strategies (total product concept, pricing, place, and promotion).

Develop creative international market entry strategies.

Understand the importance of the Internet for global business.

Course Outline

Chapter One: Introduction to International Marketing (2 weeks)

Overview of International Marketing

Scope of International Marketing

Economic Environment and International Trade

International Marketing: Why It Matters

Chapter Two: The International Marketing Environment (2 weeks)

2.1 Social and Cultural Considerations in International Marketing

2.2 Assessing the Political Environment

2.3 The International Legal Environment

2.4 The Technological Environment

2.5 Demographic Environment

2.6 Natural Environment

Chapter Three: Assessing International Market-Entry Opportunities (2 weeks)

Assessing International Opportunities through Marketing Research

Emerging Markets

Multinational Market Regions and Market Groups

Chapter Four: Planning and Managing Market Entry Strategies and Products (2 weeks)

International Marketing Management

Marketing Consumer Products and Services Globally

International Business-to-Business Marketing

Chapter Five: Global Distribution and Pricing (2 weeks)

Channels of International Distribution

Marketing Logistics and Exporting

International Pricing Strategies

Chapter Six: International Promotion, Sales, and Negotiation (2 weeks)

Global Marketing Communication and Advertising

International Selling and Sales Management

Negotiation with International Customers, Partners, and Regulators

Chapter Seven: International Marketing Plan (2 weeks)

International Marketing Planning Process

Outline of an International Marketing Plan

Assessment

Seminar 20%

Article review 20%

Case study 20%

Final Examination 40%

Total 100%

*References*

Cravens, D.W. (2000). *Strategic Marketing (6th ed*.). McGraw-Hill, Boston, MA.

Kotler, P. (1999). *Kotler on Marketing: How to Create, Win, and Dominate Markets*. New York : The Free Press, NY.

Kotler, P. (2000). *Marketing Management, Millennium edition*. Prentice-Hall, Inc., Upper Saddle River, NJ.

**Course Guidebook**

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| **C:\Documents and Settings\Arsema\My Documents\My Pictures\Copy of WU Logo.bmp**  **Wollo University**  **College of Business and Economics**  **Marketing Management Department**  **Master Program** | | | | | |
| **Department** | Marketing Management | | | | |
| **Course code** | MAMM 6053 | | | | |
| **Course Title** | Marketing Research | | | | |
| **Program** | **MA in Marketing Management** | | | | |
| **Module Name** | Quantitative Methods for Decision making | | | | |
| **Module Number** | 05 | | | | |
| **Course Chair** |  | | | | |
| Office Location | | | | |
| Mobile: | | | | |
| Consultation Hours: | | | | |
| **Instructor/Tutor** |  | | | | |
| Office Location | | | | |
| Mobile | | | | |
| Consultation Hours: | | | | |
| **ECTS Credits (CP)** | 8 | | | | |
| **Contact Hours (per week)** | Lecture | Tutorial | Lab/practical | Home Study | Total |
| 3 | 0 | **0** | 9 | 12 |
| **Lecture days, Hours, and Rooms** |  | | | | |
| **Target Student** | Post graduate Marketing Management 1st year students | | | | |
| **Year/Semester** | Year I Semester II | | | | |
| **Status of the Course** | Compulsory | | | | |

**Course Description**

This course introduces students to the field of marketing research and how it can help managers make better marketing decisions. I follows the logic of the marketing research process, specifically the planning, collection, and analysis of data relevant to marketing decision making and communication of the results of this analysis to management. This course emphasizes the basic methodologies, as well as introduces a variety of techniques, and demonstrates how research applies to strategy, including marketing, advertising, sales and product design and development. It requires the knowledge of business statistics and some software applications.

**Course objectives:**

The goal of this course is to provide a fundamental understanding of marketing research methods. The course is geared toward the practical application of research, though gaining a working knowledge of certain terminology will be important. Specific learning objectives are to:

* Provide students with the skills for systematic problem analysis and to translate management problems into the appropriate marketing research problems.
* gain a working “hands-on” experience with the full process of marketing research from the formulation of the research problem and hypothesis through the research design, the data collection methods, the questionnaire design, the sampling schemes, and the data analysis
* Make sound marketing decisions on the basis of collected and analyzed data.
* Present your findings in both written and oral formats.
* Understand the relationship between market research and decision making
* Learn the processes used in formulating and conducting market research projects
* Understand of the market conditions under which research may be undertaken, and the impact of these conditions on the type of research to be conducted, including the methodology and project management
* Comprehend and perform the range of qualitative and quantitative techniques and methods available in market research, including applicability and limitations
* Be able to use the language of market research as it is used by practitioners and business people

**Course Content**

**Chapter One: Introduction to Marketing Research (2 weeks)**

1.1. Meaning, Nature and Scope of Marketing Research

1.2. Marketing research and scientific method

1.3. Objectives and Motivation of research

1.4. Problems in conducting marketing research

1.5. Marketing Research Process

1.6. Types of Research.

1.7 Research Paradigm

**Chapter Two: Problem Definition and Research Proposal (2 weeks)**

2.1. Problem Definition

2.2. Research Proposal

**Chapter Three: Research Design (2 weeks)**

3.1. Features of Research Design

3.2. Design Strategies/ Deciding on the approach

3.3. Reviewing Literature

3.4. Defining Subjects, Unit of Analysis and Units of Observation

3.5. Deciding on Data Collection and analysis tools

3.6. Identifying Dependent and Independent Variables

**Chapter Four: Sampling Design (2 weeks)**

4.1. Defining universe/Target Population and sampling unit

4.2. Determining sampling frame

4.3. Probability and non-probability sampling methods

4.4. Determining Sample size

4.5. Sampling and non-sampling errors

4.6. Field work and data collection

**Chapter Five: Data Collection (2 weeks)**

5.1. Types/sources of Data

5.1.1. Secondary Data Sources

5.1.2. Primary Data Sources

5.2. Questionnaire and observation methods

5.3. Questionnaire classification

5.4. Questionnaire preparation and Pilot testing

5.5. Online data sources and research

5.6. Measurement and Scaling Techniques

**Chapter Six: Data Analysis and Presentation (2 weeks)**

6.1. Preparing Data for Analysis

6.2. Steps in Data Analysis

* 1. Statistical tools for Data Analysis: Chi-square, ANOVA, correlation, Regression, Discriminate analysis, Factor analysis, -Cluster analysis-Conjoint analysis.

6.4. Interpretation of Data

**Chapter Seven: Writing Research Report and Disseminating output (1 week)**

7.1. Writing the final Research report

7.2. Dissemination of research results

**Assessment**:

Proposal writing 40%

Group Assignment 20%

Final exam 40%

Total 100%

***References***

Beric, F.C. (2000). *Marketing Research* (3rd ed.). New Delhi: Tata Mc Graw Hill publishing Co.Ltd.

David A.Aaker and George S.Day (1983). *Marketing Research*. John Wiley and Sons,Inc

Donald R.Cooper and Willian Emory (1995). *Business Research Methods* (5th ed.)

Harper W. Boyd, Ralph west fall and Stanley F. Stasch (2003). *Marketing Research*. Illinois : Richard D. Irwin, Home woods

Kent Raymond (1996). *Marketing Research:* *Measurement, Method and Application*. London: International Thompson Business Press

Paul E. Green, et.al (1998). *Research for marketing Decisions*. New Delhi: Prentice-Hall of India Pvt. Ltd.

Robin and Babble (1997). *Research Method for Social work*. Pacific Grover: Brooks/Cole Publishing co.,

William G. Zikmund (2003). *Business Research Methods* (7th ed.)

**Course Guidebook**

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| **C:\Documents and Settings\Arsema\My Documents\My Pictures\Copy of WU Logo.bmp**  **Wollo University**  **College of Business and Economics**  **Marketing Management Department**  **Master Program** | | | | | |
| **Department** | Marketing Management | | | | |
| **Course code** | MAMM6052 | | | | |
| **Course Title** | Introduction to Econometrics | | | | |
| **Program** | **MA in Marketing Management** | | | | |
| **Module Name** | Quantitative Methods for Decision Making | | | | |
| **Module Number** | 05 | | | | |
| **Course Chair** |  | | | | |
| Office Location | | | | |
| Mobile: | | | | |
| Consultation Hours: | | | | |
| **Instructor/Tutor** |  | | | | |
| Office Location | | | | |
| Mobile | | | | |
| Consultation Hours: | | | | |
| **ECTS Credits (CP)** | 8 | | | | |
| **Contact Hours (per week)** | Lecture | Tutorial | Lab/practical | Home Study | Total |
| 3 | 0 | **0** | 9 | 12 |
| **Lecture days, Hours, and Rooms** |  | | | | |
| **Target Student** | Post graduate Marketing Management 2nd year students | | | | |
| **Year/Semester** | Year I Semester I | | | | |
| **Status of the Course** | Compulsory | | | | |

**COURSE DESCRIPTION**

This course focuses on the financial applications of statistical techniques. Econometrics students to test theories in finance, estimate asset prices or returns analyze the relationships between variables, forecast financial variables etc. Decision making in business and economics is often supported by the use of quantitative information. Econometrics is concerned with summarizing relevant data & information by means of a model. Such econometric models help to understand the relation between economic and business variables and to analyse the possible effects of decisions. In this course, the class is to be started with the quick review of probability and statistics and hypothesis testing that are the basics of econometrics. Then introduce simple and multiple regression techniques; the estimation of regression using ordinary least squares; inference; and the use of spreadsheets and statistical software to estimate economic models.

**Course Objective**

The goal of the course is to introduce graduates with the theoretical background and practical skills needed for understanding the existing empirical studies as well as for carrying out their own empirical work in Accounting and Finance.

At the end graduates will be able to;

* Know how to apply the methods presented in class to real datasets.
* Understanding of the use of statistics that they will encounter in non-classroom contexts.
* Identify the different statistical tools to be used to solve problems in the area of Finance and investment.

**Teaching/Learning Methods and strategies:**

Lecture classes, assigned exercise, case analysis, preparation and presentation of reports require during critical surveys of empirical literature/article review/, solution of assigned problems, developing the use of concepts and models, presentation of group practical exercises.

**Content Outline**

**Chapter 1: Introduction to Econometrics (two weeks)**

* 1. The purpose and applications of Econometrics
  2. The kinds of problems handled by econometrics
  3. The link between economic theory mathematics, statistics and econometrics

**Chapter 2: Estimation of Two Variable Regression Model (four weeks)**

2.1. The method of OLS

2.2. The classical linear regression model

2.3. The assumptions

2.4. Properties of least square estimates

2.5. The coefficient of determination R2 and adjusted R2 (R2)

2.6. Hypothesis testing and confidence interval

**Chapter 3: Estimation of Multiple Linear Regression Model (4 weeks)**

3.1. The three variable model notation and assumptions

3.2. Interpretation of multiple regressions

**Chapter 4: Problems of Measurement, Specification, Estimation and Their Solutions (two weeks)**

4.1. Heteroscedasticity

4.2. Autocorrelation

4.3. Multicollinerity

4.4. Distributed lag models and Expectations

**Chapter 5: Factor Analysis and Cluster analysis (2 weeks)**

* 1. Exploratory factor analysis
  2. Confirmatory factor analysis
  3. Hierarchical cluster analysis
  4. K-means cluster analysis
  5. Two Steps clustering
  6. Discriminate analysis

**Chapter 6: Basic Understandings of Econometric Software useful for model building (STATA) (two weeks)**

**Assessment:**

Case study Reports/article Review/ 30%

Midterm (Quizzes) 20%

Final Exam 50%

**TOTAL 100%**

**References**

1. Christiaan, BoerPhilip, HFranses, Kloek, and van Dijk, (2007). Econometric Methods with Applications in Business and Economics, Oxford University press, 1st edition.
2. Dominick Salvatore, & Derrck Reagle **(**2002), Statistics and Econometrics, 2nd edition**,** McGraw Hill.
3. Greene, W., (2003), Econometric Analysis, Prentice Hall, 3rd edition.
4. Gujarati, D.N**., (**2009), Basic Econometrics, Mc Graw Hill, New York, 54th edition.
5. Jefferey M. Wooldridge (2002), Introductory Econometrics, A modern Approach, by 2nd edition.