**Consumer and Marketing Strategies**

**Course Code: EC/H.Eco-ID-404**

**Contents Checklist**

|  |  |
| --- | --- |
| **Course Contents** | **Sources of Course Material** |
| Definition and Scope of marketing function | <https://www.slideshare.net/saumyak2009/unit-1-39657777?next_slideshow=1> |
| Marketing function and who perform the marketing function. | <https://www.youtube.com/watch?v=U7hjYFE69mI>  <https://www.strategicforesight.com/publication_pdf/7908marketing.pdf>  <https://booksite.elsevier.com/samplechapters/9780750683869/9780750683869.pdf> (Marketing process) |
| Definition and scope of management | <https://www.slideshare.net/sadhikakatiyar/meaningnaturescopeprocess-of-management-approaches-of-a-system>  <http://anandahussein.lecture.ub.ac.id/files/2015/09/Article-11.pdf> |
| Strategic planning; meaning importance and step of strategic planning | <https://www.youtube.com/watch?v=s_OvXeUQV3o>  <http://my2.ewb.ca/site_media/static/library/files/403/the-enterprise-foundation-effective-strategic-planning.pdf>  <http://www.gatherthepeople.org/Downloads/STRATEGIC_PLANNING.pdf> |
| Developing a target market strategy | <https://www.youtube.com/watch?v=0srjdRDh99Y>  Camilleri, M. A. (2018). Market Segmentation, Targeting and Positioning. In *Travel Marketing, Tourism Economics and the Airline Product* (Chapter 4, pp. 69-83). Springer, Cham, Switzerland. (WORD FILE ATTACHED IN DOWNLOADS  <https://www.academia.edu/40100483/MARKET_SEGMENTATION_POSITIONING_AND_TARGETING> |
| Definition of consumer | <https://en.wikipedia.org/wiki/Consumer>  consumer Behavior(pdf file) |
| Role and responsibilities of Consumer | <https://www.slideshare.net/AlinaSherin/consumer-rights-and-responsibilities-75019852>  <https://www.slideshare.net/AlinaSherin/consumer-responsibilities-77401415> |
| The product development; what is a product? | <https://www.getcloudapp.com/blog/what-is-product-development>  <https://www.smartsheet.com/all-about-new-product-development-process>  <http://www.economicsdiscussion.net/marketing-2/classification-of-products/31799> |
| Product objective | <https://simplicable.com/new/product-objectives> |
| An analysis of competition position | <https://iiste.org/Journals/index.php/JRDM/article/viewFile/33186/34084>  <https://www.academia.edu/6502556/COMPETITOR_ANALYSIS> |
| Trends and market | <https://www.feedough.com/what-is-advertising-advertising-objectives-examples-importance/>  <https://www.slideshare.net/sevianj/types-of-media?next_slideshow=1>  <https://www.slideshare.net/Manisha_D_Vaghela13/importance-of-advertising-in-modern-marketing?qid=91c>  <http://holms.faculty.writing.ucsb.edu/109EC__market%20analysis.pdf>  <https://msu.edu/~nama/Products_7_2054021004.pdf>  <https://www.liveplan.com/blog/market-analysis-in-4-steps/> |