

BA 104/104A

MARKETING MANAGEMENT

AUGUSTO B. AGOSTO, REB, REA, EnP | Faculty, Univ.of San Carlos





Appraisal & Consulting

- Year Started: August 2012
- Office Address:
CEBU OFFICE: 1319 Honoria & Paz St., Quijada Drive, Guadalupe, Cebu City
MANILA OFFICE: Rm.309 Golden Sun Bldg., Mindanao Avenue,
Cor. Alley 14, Quezon City

Services:

- **Property Valuation**
- **Consulting**
- **Due Diligence**
- **Project and Development**
- **Property Management**
- **Real Estate Agency**
- **CLUP Preparation**

Course description

Marketing management is the business function that:

- identifies current unfilled needs and wants,
- defines and measures the magnitude,
- determines which target markets the organization can best serve,
- and decides on appropriate products, services and programs to serve these markets.

What can be marketed?

1. Goods
2. Services
3. Experiences
4. Events
5. Persons
6. Places
7. Properties
8. Organizations
9. Information
10. Ideas



Course structure

- *Week 1:* Orientation with course work
Paper requirements/Formation of grouping
- *Week 2:* Defining Marketing for the 20th Century
- *Week 3:* Developing Marketing Strategies and Plans
- *Week 5-6:* Conducting marketing research and forecasting demand
- *Week 6-7:* Identifying Market Segments and Targets

Course structure continues..

- *Week 7-8:* Crafting Brand Positioning
- *Week 9: MIDTERM EXAMINATION*
- *Week 10:* Setting Product Strategy
- *Week 11:* Developing Pricing Strategy and Programs
- *Week 12:* Designing and managing Marketing Channels and Value networks

Course structure continues..

- *Week 13-14:* Designing and managing integrated marketing communications
- *Week 15:* FOUNDATION WEEK
- *Week 16-17:* Writing and presenting the marketing plan
- *Week 18: FINAL EXAMINATION*

Marketing Plan

- Written document that describes your advertising and marketing efforts for the coming year;
- statement of the marketing situation, a discussion of target markets and company positioning and
- description of the marketing mix you intend to use to reach your marketing goals .



Grading

Midterm Grade

- Test/Quizzes - 20%
- Pre-midterm requirement- 30%
- Midterm Examination - 50%

Final Grade

- Midterm Grade - $\frac{1}{3}$
- Class standing - $\frac{1}{3}$
- Final Grade - $\frac{1}{3}$

References

Marketing Management- Koetler, Philip

