



INSTITUTE OF BUSINESS & MANAGEMENT (IB&M)
UNIVERSITY OF ENGINEERING AND TECHNOLOGY (UET),
LAHORE



COURSE OUTLINE

Course: **Marketing Management**
Semester: 6TH
Credit Hours: **3**
Instructor: **Ms. Rizwana Hameed**
E-mail: rizwanahameed136@yahoo.com

Course Code: **MKT-330**
Class: **BBA (Hons)**
Total hours: **16*3= 48**
Pre-requisite: None
Office Hours: Monday 10am to 11 am
Tuesday 11am to 12 pm

Course Introduction:

Successful firms are those that pursue objectives, deploy resources, and invest in the future of an organization, to consistently satisfy the needs of customers better than competitors. Marketing is the sum of the activities undertaken by a company to stimulate sales of its product or services with its customers. The marketing objective is to create, promote and distribute products or services, at a price and quality deemed valuable by the company's customers, in order to create value and profit for the company. Maintaining a strong and compelling value proposition and long-term relationship with the company's customers are vital for the company's continued success and require constant monitoring of market, environmental, technological and competitive forces. Marketing is therefore integral to establishing a company's strategic direction. This in turn makes marketing skills and perspective essential to the success of all business managers in any business. This course provides an in-depth exploration and practical application of basic marketing tools. These include product policy, pricing, promotion, distribution, sales management, and customer segmentation and retention. In most classes, we will analyze case studies that require us to identify marketing opportunities, refine value propositions, select customer segments and develop marketing programs for management situations, variety of contexts and environments. The course also includes a number of creative and analytic assignments, including a semester-long, group assignment. Students will also learn to prepare a marketing plan.

Course Learning Objectives:

Below mentioned are course learning objectives of this course:

1. To understand what marketing is all about. To understand the core concepts involved in field of study of Marketing Management . Define, explain, and describe key basic terms, concepts and techniques associated with the study and practice of marketing.
2. To critically analyze marketing issues and understand the considerations for marketing decisions. Develop practical solutions to problems. Apply the concepts, theories, and models to hypothetical and real cases.

3. To understand current and emerging issues in marketing globally and the present marketing landscape.
4. To work in teams and apply the understanding of marketing and devise a complete effective marketing plan.
5. To understand the ethical and societal considerations as well as stakeholder concerns in marketing with examples from present day businesses.

Recommended Textbook:

- Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha (2014) Marketing management, A south asian perspective, 14 edition, Pearson.
- Hooley, G.J., Saunders, J.A. & Piercy, N.F. (2004) Marketing Strategy and Competitive Positioning, 3 rd edition. FT Prentice Hall International/Pearson Education Limited.
- Kotler, P., Wong, V., Saunders, J. and Armstrong, G. (2005) Principles of Marketing: 4th European Edition, Prentice Hall International/Pearson Education Limited.

Recommended Software:

Corel Draw

Grading Scheme:

Mid Term Exam (closed book)	30%
Final Term Exam (closed book)	40%
Assignments	10%
Class activities/participation	05%
Quizzes	05%
Project	10%
Total	100%

There will be a closed-book mid-term exam (minimum duration 1 hour) and final-term exam (minimum duration 1.5 hours) in which material from lectures, assigned readings/handouts, and the textbook will be covered. The exams will test student's understanding of the course material and their ability to apply the concepts learned.

Prior Preparation, Regular Attendance, and Professional Participation in all classes is expected and rewarded. Come to the Class prepared to lead the class discussion for analytical interpretations, alternative strategies, and persuasive solutions.

Attendance Requirements:

- Students failing to maintain a minimum attendance of 75% in a subject during a semester shall be awarded a "WF" grade.

- It is strongly recommended that students attend every class session.

Class Participation:

Students are expected to be actively engaged in class discussions and other activities. Active engagement means substantive, thoughtful and reflective responses. Much of the learning in this course will occur in class as you share your experiences, questions, and analyses with each other. Therefore, you cannot make up for a missed class by simply reading my lecture notes later. So, attendance is strictly required.

Students are expected to be thoroughly prepared at each class meeting (i.e., to have done the required readings and thought carefully about the discussion questions). To reinforce this expectation, I will often randomly select (i.e., cold call) a class member to comment on an issue or open a case.

Note that students class participation grade is not simply a function of the "air time" they take up; they will be evaluated on how effectively they contribute to the learning of the class and how thoughtfully they respond to questions.

Classroom Behavior:

In class, all cell phones must be set on "silent mode." During lectures use of mobile phone or other gadgets without the permission of instructor is not allowed.

Late Assignments:

Students are expected to meet submission requirements for assignments in a timely manner. 10% marks will be deducted per day from the total marks of that particular assignment in case of late submission.

Honesty Policy:

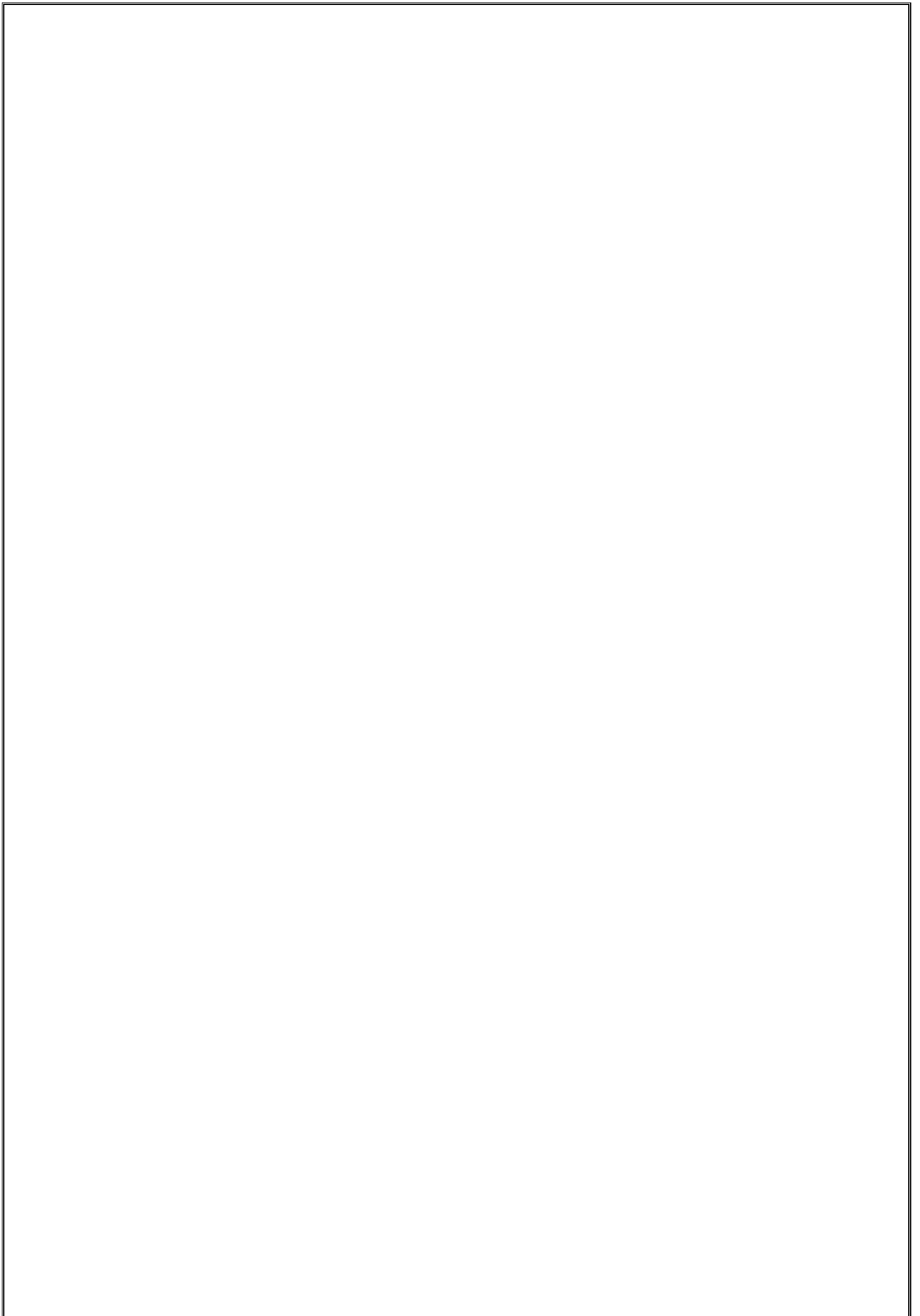
Any student found cheating on any exam/ assignment/ project will receive no credit (i.e. no grade) for that exam/ assignment/ project.

Plagiarism:

Students should make sure that all submitted work is their own. Plagiarism is a form of dishonest practice. This means plagiarism includes any attempt in any piece of submitted work (e.g. an assignment or project) to present as one's own work the work of another (whether of another student or a published authority). Most students will include other people's ideas and information in their work and assignments; such material may be either quoted or digested and used by students. In either case, acknowledgement is essential.

Sr#	Course Learning Objectives	Link with Program Learning Objectives
1.	To understand what marketing is all about. To understand the core concepts involved in field of study of Marketing Managemnt. Define, explain, and describe key basic terms, concepts and techniques associated with the study and practice of marketing.	<ul style="list-style-type: none"> a. Demonstrate competency in the underlying concepts, theory and tools taught in the core curriculum. b. Apply appropriate quantitative and qualitative techniques in solving business problems.
2.	To critically analyze marketing issues and understand the considerations for marketing decisions. Develop practical solutions to problems. Apply the concepts, theories, and models to hypothetical and real cases.	Use analytical and reflective thinking techniques to identify and analyze problems, develop viable alternatives, and make effective decisions.

3.	To understand current and emerging issues in marketing globally and the present marketing landscape.	<ul style="list-style-type: none"> a. Identify and analyze relevant global factors that influence decision-making. b. Develop viable alternatives and make effective decisions in an international business setting.
4.	To work in teams and apply the understanding of marketing and devise a complete effective marketing plan.	<ul style="list-style-type: none"> a. Write effective business documents. b. Prepare and deliver effective business presentations using a variety of appropriate technologies. c. An ability to function effectively on multi-disciplinary teams
5.	To understand the ethical considerations and societal as well as stakeholder concerns in marketing with examples from present day businesses.	<ul style="list-style-type: none"> a. Identify and analyze ethical conflicts and social responsibility issues involving different stakeholders. b. Develop viable alternatives and make effective decisions relating to business ethics and social responsibility.



Week no.	Topics to be covered in the course	Learning Objective of this topic	Expected Outcomes from Students	Link with course learning objectives	Teaching Method	Assessment Criteria
1.	Introduction to marketing management	Why is marketing important? 2. What is the scope of marketing? 3. What are some core marketing concepts? 4. How has marketing management changed in recent years? 5. What are the tasks necessary for successful marketing management?	Students will learn Good marketing is not an accident, but a result of careful planning and execution using state-of-the-art tools and techniques. It becomes both an art and a science as marketers strive to find creative new solutions to often-complex challenges amid profound changes in the 21st century marketing environment.	To provide an understanding marketing management p is all about.	Lecture Group discussion	Class Activity: (Group) exercises 'Create a Commercial' Activity to Break the Ice in Your Classroom
2.	Developing Marketing Strategies and Plans	How does marketing affect customer value? 2. How is strategic planning carried out at different levels of the organization? 3. What does a marketing plan include?	creative strategies and plans that can guide marketing activities. Developing the right marketing strategy over time requires a blend of discipline and flexibility. Firms must stick to a strategy but also constantly improve it. They must also develop strategies for a range of products and services within the organization.	Unleashing negotiation among students.	Lecture Group discussion	Class activity (Individual) Aurora Reading "Anatomy of A Logo"
3.	Conducting Marketing Research	What constitutes good marketing research? 2. What are the best metrics for measuring marketing productivity? 3. How can marketers assess their return on investment of marketing expenditures?	Making marketing decisions in a fast-changing world is both an art and a science. To provide context, insight, and inspiration for marketing decision making, companies must possess comprehensive, up-to-date information about macro trends, as well as about micro effects particular to their business. Holistic marketers recognize that the marketing environment is constantly presenting new opportunities and threats, and they	Understanding Research	Lecture Case study:	Class Activity / Assignment (Group) "South Dakota's Unusual Anti-drug Campaign"

			understand the importance of continuously monitoring, forecasting, and adapting to that environment.			
4.	Customer retention	<p>What are customer value, satisfaction, and loyalty, and how can companies deliver them?</p> <p>2. What is the lifetime value of customers, and how can marketers maximize it?</p> <p>3. How can companies attract and retain the right customers and cultivate strong customer relationships?</p> <p>4. What are the pros and cons of database marketing?</p>	<p>Good marketers need insights to help them interpret past performance as well as plan future activities. To make the best possible tactical decisions in the short run and strategic decisions in the long run, they need timely, accurate, and actionable information about consumers, competition, and their brands. Discovering a consumer insight and understanding its marketing implications can often lead to a successful product launch or spur the growth of a brand.</p>	Providing insight into tactics to retain customers.	Lecture Group Discussion Case Study	Quiz
6.	Consumer behavior and satisfaction	<p>What are customer value, satisfaction, and loyalty, and how can companies deliver them?</p> <p>2. What is the lifetime value of customers, and how can marketers maximize it?</p> <p>3. How can companies attract and retain the right customers and cultivate strong customer relationships?</p> <p>4. What are the pros and cons of database marketing?</p> <p>How do consumer characteristics influence buying behavior?</p> <p>2. What major psychological processes influence consumer responses to the marketing program?</p> <p>3. How do consumers make purchasing decisions?</p> <p>4. In what ways do consumers</p>	<p>The aim of marketing is to meet and satisfy target customers' needs and wants better than competitors. Marketers must have a thorough understanding of how consumers think, feel, and act and offer clear value to each and every target consumer.</p>	Consumers attitude	Lecture Group Discussion	Assignment Boys Vs Girls

		stray from a deliberative, rational decision process?				
7.	Business Market	<p>What is the business market, and how does it differ from the consumer market?</p> <p>2. What buying situations do organizational buyers face?</p> <p>3. Who participates in the business-to-business buying process?</p> <p>4. How do business buyers make their decisions?</p> <p>5. How can companies build strong relationships with business customers?</p> <p>6. How do institutional buyers and government agencies do their buying?</p>	<p>Business organizations do not only sell; they also buy vast quantities of raw materials, manufactured components, plant and equipment, supplies, and business services.</p> <p>According to the Census Bureau, there are roughly 6 million businesses with paid employees in the United States alone. To create and capture value, sellers need to understand these organizations' needs, resources, policies, and buying procedures.</p>		Lecture Class activity Case Study:	Quiz Assignment.
8.	Mid-Term Examination					
9.	Market segmentation	<p>What are the different levels of market segmentation?</p> <p>2. In what ways can a company divide a market into segments?</p> <p>3. What are the requirements for effective segmentation?</p> <p>4. How should business markets be segmented?</p> <p>5. How should a company choose the most attractive target markets?</p>	<p>Companies cannot connect with all customers in large, broad, or diverse markets. But they can divide such markets into groups of consumers or segments with distinct needs and wants. A company then needs to identify which market segments it can serve effectively. This decision requires a keen understanding of consumer behavior and careful strategic thinking.</p>	<p>To develop the best marketing plans, managers need to understand what makes each segment unique and different. Identifying and satisfying the right market segments is often the key to marketing success.</p>	Lecture Group discussion	Class Activity (Group) Amazon's Echo Glasses Frames
10.	Brand management	<p>What is a brand, and how does branding work?</p> <p>2. What is brand equity?</p>	<p>One of the most valuable intangible assets of a firm is its brands, and it is</p>	<p>A strong brand commands intense</p>	Lecture	Class activity (Individual)

		<p>3. How is brand equity built, measured, and managed?</p> <p>4. What are the important brand architecture decisions in developing a branding strategy?</p>	<p>incumbent on marketing to properly manage their value. Building a strong brand is both an art and a science. It requires careful planning, a deep long-term commitment, and creatively designed and executed marketing.</p>	<p>consumer loyalty—at its heart is a great product or service.</p>		<p>Aurora Reading “Unicorn in the Marketing”</p>
11.	Brand positioning	<p>How can a firm develop and establish an effective positioning in the market?</p> <p>2. How do marketers identify and analyze competition?</p> <p>3. How are brands successfully differentiated?</p> <p>4. What are the differences in positioning and branding with a small business?</p>	<p>No company can win if its products and services resemble every other product and offering. As part of the strategic brand management process, each offering must represent the right kinds of things in the minds of the target market.</p>	<p>successful positioning a new product in a well-established market may seem difficult, Method Products shows that it is not impossible.</p>	Lecture Group discussion	<p>Class activity (Individual) Aurora Reading “What Brand should Do in 2020?”</p>
12.	Market management (Competition)	<p>How can market leaders expand the total market and defend market share?</p> <p>2. How should market challengers attack market leaders?</p> <p>3. How can market followers or niches compete effectively?</p> <p>4. What marketing strategies are appropriate at each stage of the product life cycle?</p> <p>5. How should marketers adjust their strategies and tactics for an economic downturn or recession?</p>	<p>To be a long-term market leader is the goal of any marketer. Today’s challenging marketing circumstances, however, often dictate that companies reformulate their marketing strategies and offerings several times.</p>	<p>Economic conditions change, competitors launch new assaults, and buyer interest and requirements evolve. Different market positions can suggest different market strategies.</p>	Lecture Case study	<p>Assignment (Group) A Tough New Product Decision-Gillette</p>
13.	Managing a Holistic Marketing Organization for the Long Run	<p>What are important trends in marketing practices?</p> <p>2. What are the keys to effective internal marketing?</p> <p>3. How can companies be responsible social marketers?</p>	<p>The holistic marketing is all about learning relationship marketing, integrated marketing & communication in terms of strategy & tactics</p>	<p>new economic realities have caused many consumers to pinch pennies, and many</p>	Lecture Group discussion	<p>Quiz</p> <p>Class activity (Individual) Aurora Reading</p>

		4. How can a company improve its marketing skills? 5. What tools are available to help companies monitor and improve their marketing activities services?		companies have had to carefully review their strategies accordingly		“How Effective are marketing groups on Facebook?”
14.	Tapping into the Global Markets	How to Compete on a Global Basis? Deciding Whether to Go Abroad? Deciding Which Markets to Enter? How Many Markets to Enter? Developed versus Developing Markets?	Students would learn about companies' cross boundaries to avail opportunities while experiencing high risk. Moreover, Internationalization is the only solution available.			Assignment Boys vs Girls Tasks
15.	Class presentations	Will be decided accordingly.	Will be a part of sessional marks	Understanding of learned concepts		Assigned topics
16.	Final-Term Examination					

Grading Scheme:

Mid Term	30%
Final Exam	40%
Presentation(s)	10%
Assignments	05%
Class activities/participation	05%
Quizzes	05%
Attendance	<u>05%</u>
Total	100%

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- It is strongly recommended that students attend every class session.

Classroom Behavior:

In class all cell phones must be turned off or set on "silent mode." During lectures use of mobile phone or other gadgets without the permission of instructor is not allowed.

Students Responsibilities:

The Participant is responsible for all information presented in class (unless told otherwise) and all information in the reading assignments, whether or not covered by the instructor. In case of absence it is the participant's responsibility to get class notes, handouts, and/or directions from a classmate.

Honesty Policy:

A Participant found in cheating on any exam/ assignment/ project will receive no credit (i.e. no grade) for that exam/ assignment/ project.

Note: Kindly arrive on time and leave as scheduled. Quality of (almost) all communications, written and oral, will be evaluated.
