

Course Details

Course Title: Marketing Management

Course Code: MKT 811

Credit Hours: 3

Program:

Sections:

Course Faculty

Mr.

Office:

Consultation Hours:

Tel:

Email:

Course Description

As an introductory course for marketing, it introduces students to the key marketing concepts, short term tactics and long term strategies. After an introduction to the basics of marketing such as 4Ps and the holistic marketing concept, the course progresses from the assessment of value, and the design, delivery and communication of value, to sustainable growth. The idea is to make students realize the value of a marketing orientation for a firm and the importance of a holistic and dynamic strategy.

Course Learning Outcomes (CLO)

Upon successful completion of the course, students will be able to:

CLO 1. *Identify* how firms create and deliver value to their customers through effective marketing mix strategies.

CLO 2. *Examine* how an integrated marketing strategy is designed.

CLO 3. *Interpret* knowledge of marketing theory and practice to propose sound solutions for marketing challenges.

CLO 4. *Apply* ethical frameworks/ theories to suggest solutions for social, cultural, global, ethical and environmental dilemmas.

Program Goals & Learning Objectives

Goals & Learning Objectives (MBA Program)

Goal 1: Students will be capable of critical thinking.

LO 1.1: Students will be able to solve problems with the application of business knowledge.

LO 1.2: Students will be able to evaluate competing decision criteria and alternatives.

Goal 2: Students will demonstrate leadership skills.

LO 2.1: Students will be able to develop the ability to lead and manage in teams.

LO 2.2: Students will be able to make sound decisions.

Goal 3: Students will learn to communicate effectively.

LO 3.1: Students will be able to communicate effectively in oral presentations.

LO 3.2: Student will be able to create professional reports.

Goal 4: Students will deal with the ethical dilemmas that arise in a business environment.

LO 4.1: Students will be able to identify ethical concerns emanating from a business situation.

LO 4.2: Students will be able to apply ethical guidelines to address business problems by examining a set of alternatives.

Mapping - CLOs with LOs

Learning Objective	LO 1.1	LO 1.2	LO 2.1	LO 2.2	LO 3.1	LO 3.2	LO 4.1	LO 4.2	Evaluation Item(s)
CLO 1				✓					Mid-term
CLO 2				✓		●			Mid-term
CLO 3				✓					Mid-term
CLO 4				●				✓	Final

Note: ✓ indicates mapped and assessed CLO, ● indicates mapped but not assessed CLO

Course Evaluation

Grading will be done as per NBS criteria. The breakup of the grading is as follows:

Grading Mechanism	Weightage
Quizzes	15%
Mid-Term Exam	20%
Group Project	20%
Case Studies	15%
Final Exam	30%

Course Contents

Week	Session *	CLO	Contents**
1	1, 2	1	Introduction & Course Outline Discussions, What is marketing?, understanding the marketplace and customer needs, designing a customer-driven marketing strategy, integrated marketing plan and program, building customer relationship, capturing value from customers
2	3, 4	2	Companywide strategic planning: defining marketing's role, planning marketing, marketing strategy and the marketing mix
3	5, 6	1	Understanding the marketplace and the customers: The company's micro and macro environment, responding to the marketing environment, marketing research, analyzing and using marketing information
4	7, 8	1	Creating customer value and customer relationships
5	9, 10	3	Models of consumer behavior, characteristics affecting consumer behavior, the buyer decision behavior for existing and new products CASE (1) - The TATA NANO: The People's Car
6	11, 12	3	Consumer Markets: Key psychological processes, the buying decision process, rural consumer behavior
7	13, 14	3	Business Markets: Organizational buying, purchasing/ procurement processes, stages in the buying process, managing B2B relationships
8	15, 16	2	Competitive strategies, product life-cycle marketing strategies
9	17, 18		Mid-Term Exam
10	19, 20	2	Crafting the brand positioning, POPS and PODs, building brand equity New-Product development and product life cycle strategy & pricing strategies: New product development and product life cycle, managing new product development, product life cycle strategies
11	21, 22	2	Price, factors to consider when setting prices, pricing strategies CASE (2) – Halal Food Marketing: A Case Study on Consumer Behavior of Chicken Based Processed Food Consumption in Central Part of Java, Indonesia

12	23, 24	1	Marketing Channels and Retailing: Supply chains and value delivery network, channel behavior and organization
13	25, 26	1	Retailing, wholesaling
14	27, 28	4	Communication process, setting the total promotion budget and mix, socially responsible marketing communication.
15	29, 30	2	Presentation and discussion: Telecom Pricing in the Pakistani Market
16	31, 32	2	Presentation and discussion: The Sialkot Football Industry

* Reading assignments may also be scheduled in the sessions. Please be well-prepared and sessions may also involve activities to enhance understanding.

** The contents and their timeframes may vary as the course progresses.

Required Course Material

Textbook:

- Kotler, P., Keller, K. L., Koshy, A. & Jha, M. (2013). **Marketing Management – A South Asian Perspective** (14th ed.). Pearson.

Reference Book:

- Kotler, P., Armstrong, G., Agnihotri, P. Y. & Haque, E. (2010). *Principles of Marketing: A South Asian Perspective* (13th ed.). Pearson.

Class Policies

- Please note that any exception for one student is unfair to all other students, so don't expect any.
- Please turn off/ put on silent and store away cell phones, iPads, laptops, and other electronic devices.
- Talking during lecture is not permitted. It is disrespectful and disruptive to other class members and the instructor.
- If you miss a class, it is your responsibility to determine what was covered including any administrative announcements.
- Students are expected to participate in class discussions actively. Attendance, class participation percentages and other marks will be regularly updated on Qalam. Students must keep track.

Attendance Policy

As you can see, almost every other session is a different topic and as such missing any classes will result in huge setback as you will lose substantial course content. Besides, owing to the interactive nature of the course, attendance is crucial. Therefore, only under unavoidable circumstances, student should think of missing a class. *See university policy on minimum attendance allowed for final exams.*

Scholastic Dishonesty

In the classroom and in all other academic activities, students are expected to uphold the highest standards of academic integrity. Any form of scholastic dishonesty is an affront to the pursuit of knowledge and jeopardizes the quality of the degree awarded to all graduates.

What exactly is plagiarism?

- Plagiarism is a form of cheating.
- Plagiarism is using someone else's ideas or words and saying they are your own.

If you use material from a text and do not acknowledge the source, you are committing plagiarism.

Specifically, these behaviors are often regarded as plagiarism:

- Copying directly from a text, acknowledging the source but pretending that you are paraphrasing.
- Paraphrasing or copying directly from a text without acknowledging the source.
- Copying from another student's assignment with or without the student's knowledge.

The following behaviors are regarded as misconduct:

- Submitting the same assignment in two different papers.
- Getting someone else to write an assignment for you.

You are also involved in misconduct if you:

- Let another student copy from your own work.
- Write an assignment for another student.

Students who violate the rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. *Since*

dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly and actively enforced.

Do's and Don'ts of Class

DO	DON'T
Come to class <u>on time</u> .	Submit assignments late. Such assignments and quizzes will not be accepted.
Ask questions that are relevant to the topic being discussed and participate actively in class discussions and activities.	<u>Cause disturbance</u> in class. If you have a question, address it to the lecturer.
Read the textbook regularly.	Walk in and out of class during the lecture except for infrequent exceptions.
Constantly <u>check the deadlines</u> that are due.	Ask the lecturer to reschedule deadlines.
Research topics and news items for constructive (and respectful) in-class debates.	<u>Ask the lecturer to change attendance details.</u>
<u>Put your phones on silent</u> during class.	<u>Do Not forget to write some form of identification on each document that is due for submission of any kind.</u> It is not anyone's responsibility to keep track of the author of such documents but the author himself/herself.