

MKT-823 Contemporary Issues in Marketing

1. Marketing as a discipline and practice is always in transition. Although knowledge, skills and practices of the past are still relevant, technical, environmental and social change affect them. The key features of this course are a critical examination of the theoretical basis of marketing and recent developments in marketing theory and practice and their relevance to contemporary business.

2. **Objectives**

- a. To understand the basic nature of Marketing
- b. To understand the Application of Marketing Theory and Literature.
- c. To understand the application of Marketing in various industries

3. **Outcomes**

- a. Will demonstrate an understanding of marketing concepts and techniques.
- b. Will assess and appreciate the importance of Marketing
- c. Will demonstrate and apply multiple techniques and models of Marketing.

4. Course Content will include the following:

- a. Emerging Issues in marketing
- b. The Marketing Thought
- c. The Post modern Pakistan
- d. Metaphors and Marketing
- e. Critical Marketing
- f. Place marketing
- g. Marketing Myopia
- h. How marketing is represented in the real world
- i. Film Marketing
- j. Sustainability and Marketing

Text and reference books

There is no specified book for the course however it is based upon case studies from various case repositories like HBR, Ivey Publishing and case centre etc.