



# Fundamentals of Marketing

National University of Sciences & Technology

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## Course Details

Course Title: Fundamentals of Marketing

Course Code: MKT - 201

Program: BSACF

Prerequisite: None

Credit Hours: 3

## Course Description

The course aims to develop the basic concepts of students about marketing and how effective marketing is for any business. Understanding the basic models involved in developing a marketing framework and how businesses develop a marketing plan. In a competitive environment it is not easier for a business to survive without communicating properly about their offerings.

## Course Objectives

The course has the following objectives

1. Understand what marketing is and how important it is from a business perspective
2. Students will be able to apply marketing tools and techniques in developing business models
3. Students will be able to develop a comprehensive marketing plan while keeping the different aspects in mind
4. Students will be able to analyze different marketing techniques used in the market by companies

## Learning Outcomes

By studying this course students will be able to

1. What marketing is? What are its different components and how they differentiate in different industries
2. Have a clear insight on the how services and products are differentiated
3. How companies can gain a competitive advantage by developing a better marketing plan.

## Required Course Material

Principles of Marketing

Author: Philip Kotler

Edition: 14 or 15<sup>th</sup> Edition

Principles and Practices of Marketing

Author: David Jobber

### Course Evaluation (Grade Breakup)

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

Final Exam	40%
Mid Semester Exam	20%
Final Project	15%
Assignment	10%
Class Participation	5%
Quizzes	10%

Multiple class assignments, quizzes and project will help understand the course with more effectiveness.

### Course Content (Weekly)

Weekly breakdown is given below

Week	Lecture Topic	Reading
1	Introduction to the Course; <ul style="list-style-type: none"><li>▪ Course Outline</li><li>▪ Course Policies</li><li>▪ Course Rationale</li></ul>	
2	<ul style="list-style-type: none"><li>▪ Introduction to Marketing, Managing Profitable Customer Relationship</li></ul>	Chapter 1
3	Company and Marketing Strategy, Partnering to build customer relationships	Chapter 2
4	<ul style="list-style-type: none"><li>• The Marketing Environment</li><li>• Micro &amp; Macro Environmental Factors</li></ul>	Chapter 3
5	Continued from previous week	QUIZ
6	<ul style="list-style-type: none"><li>▪ Managing Marketing Information, Marketing Research</li></ul>	chapter 4
7	<ul style="list-style-type: none"><li>▪ Consumer Markets and Consumer Buying behavior</li></ul>	Chapter 5
8	Mid term	

9	Segmentation, Targeting, and Positioning, Building the Right Relationships with the Right Customers	Chapter 7
10	Products, Services, and Branding Strategy	
11	New Product Development and Product Life Cycle Strategies	Chapter 8 and 9
12	Marketing Channels Integrated Marketing communication	Chapter 14
13	Advertising, Sales Promotion and Public Relations	Chapter 15, QUIZ
14	Project Presentations	
15	Project Presentations	