

Course Details

Course Title: Contemporary Issues in Marketing Pre-Req: MKT-201

Course Code: MKT-424

Credit Hours: 3

Course Description

The domain of marketing has changed considerably during the past few decades and is still under transition. In recent years, the pace of change has accelerated to that point that keeping pace for both theoreticians and practitioners has become extremely difficult. The advances in data analytics, artificial intelligence and neuromarketing have had an indelible impact on the four Ps of marketing. This course will introduce students to modern marketing methods and issues. It will transition from data analytics to global marketing, and will include interesting business cases for honing the decision making skills of the students, so that they are able to not just better understand but also mitigate the effects of contemporaneous challenges.

Course Learning Outcomes (CLOs)

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

CLO 1. *Develop* a deep understanding of various critical issues in contemporary marketing

CLO 2. *Examine* how an integrated marketing strategy is designed while taking into account contemporaneous issues.

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

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

Week	Session *	CLO	Contents**
1	1, 2	3	Marketing Analytics
2	3, 4	2	No Logo: Brands, Globalization, Resistance Digital Marketing
3	5, 6	1	Neuromarketing
4	7, 8	1	Entrepreneurial Marketing <i>CASE (1) - The TATA NANO: The People's Car</i>
5	9, 10	3	Postmodern marketing
6	11, 12	1	Retail Marketing <i>CASE (2)- Apple Stores</i>
7	13, 14	2	Tourism Marketing
8	15, 16	2	Green Marketing <i>CASE (3)- FIJI Water and Corporate Social Responsibility - Green Makeover or "Greenwashing"?</i>
9	17, 18		Mid-Term Exam
10	19, 20	2	Social Marketing
11	21, 22	3	Porter and Mintzberg <i>CASE (4) – The Honda Effect</i>
12	23, 24	1	Global Marketing

13	25, 26	1	Film Marketing <i>CASE (5)-Marketing of a Bollywood Film: Ankur Arora Murder Case</i>
14	27, 28	4	Consumption and Sustainability Simulation-
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:

- Gbadamosi, A. (2019). ***Contemporary Issues in Marketing (Principles and Practice)*** (1st ed.). Sage.

Reference Book:

- Tadajewski, M. (Editor), Brownlie, D. (Editor) (2009). ***Critical Marketing: Issues in Contemporary Marketing***. Wiley.