

MKT 824 Below the Line Marketing

1. BTL marketing refers to a series of techniques known collectively as Below the line marketing. It includes OOH Management, events and sponsorships marketing, Trade Marketing and Retail Merchandising. BTL Marketing has a new role in facilitating Digital Marketing. Pakistan is heavily reliant on traditional marketing and as such our graduates need to know this form of marketing.

2. Objectives

- a. To understand the basic nature of BTL Marketing
- b. To understand the Application of BTL Marketing Theory and Literature.
- c. To understand the application of BTL Marketing in Rural Markets.

3. Outcomes

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

4. Course Content will include the following:

- a. Overview of BTL Marketing
- b. BTL Media and Mediums
- c. Creativity in BTL Marketing
- d. OOH (OUT of Home Assets)
- e. Retail Merchandising
- f. Trade Marketing
- g. Events and Sponsorship Marketing
- h. BTL and Digital Marketing
- i. Evaluation of BTL marketing

Text and reference books

5. 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.