

**KHUWAJA FAREED UNIVERSITY OF ENGINEERING & INFORMATION
TECHNOLOGY, RYK Campus Rahim Yar Khan**

Program: BBA

Spring-23

COURSE OUTLINE

1. Brief Introduction:

Course Title:	Marketing Management
Credit Hours:	Three (3)
Course Code:	MSCI-3101
Semester:	Spring 2023
Class Timings:	As per time table.
Abbreviations:	-

2. Course Description/Objective:

The Marketing management course is geared toward providing an understanding of the rationale for marketing decisions from a managerial perspective and the manipulation of marketing mix to achieve business goals. Practically marketing management encompasses activities such as demand creation and Stimulation, positioning, product differentiation, and product and brand management among others. All these activities involve planning, analysis, and decision-making.

This course will require the integration of theory and practice. Students will have to make strategic marketing decisions based on analytical techniques they have learned in this course. They will have to devise a marketing plan that is based on a sound conceptual framework, and with a focus on its practical applicability.

3. Pre-Requisite Requirements:

University Criteria: N/A

4. Learning Outcomes

At the end of the course the students should be able to:

- Define and understand the nature and purpose of effective marketing management in the marketplace.

- Identify and apply the marketing concepts, processes and activities within appropriate types of business environment.
- Identify and analysis the environmental factors (internal and external) that have implication for marketing management and will affect the marketing decisions.
- To analyze and seek to identify gaps in the needs and wants of the customer so that appropriate strategy can be proposed to create customer value through competitive advantage.
- Apply and practice the concepts of marketing in the marketplace within the ethical standards of cultural diversity, religion and mankind.

5. Course Contents Weekly Distribution:

The course plan is **tentative** and may subject to change.

WEEK	Area of Study
1.	MARKETING: AN OVERVIEW ▪ Definitions ▪ The evolution of marketing management. ▪ The marketing concept and social responsibility. ▪ The importance and scope of marketing. ▪ The basic functions of marketing
2&3	MARKETING INFORMATION SYSTEMS. ▪ Concept and components of marketing information systems. ▪ Marketing intelligence system. ▪ Marketing research system. ▪ Analytical marketing system. ▪ Marketing decision support system.
4&5	CONSUMER MARKETS AND CONSUMER BEHAVIOR ANALYSIS ▪ Demographic dimensions of consumer market. ▪ Behavioral dimensions of consumer market. ▪ The consumer's decision process. ▪ The buyer's decision process. ▪ The industrial market, the reseller market and the Government market. ▪ Organizational markets and their buying objectives & structures
6&7	STP MARKETING ▪ An overview of marketing opportunities and target markets ▪ Market segmentation concept patterns & procedure ▪ Dimensions to segment consumer and industrial markets ▪ Market targeting and product positioning
8&9	PRODUCT MARKETS STRATEGIES ▪ Basic concepts of product planning. ▪ The product life cycle: Stages and marketing strategies. ▪ New product planning and development.

	- Product-mix strategies. - Branding, packaging and labeling.
10&11	PRICING STRATEGIES AND POLICIES - Procedure for price setting. - Methods of setting prices. - Price-adaptation strategies - One-price and flexible-price policies. - Price level policies over the product life cycle. - Initiating and responding to price changes.
12&13	MARKETING CHANNEL DECISIONS - Channel - design decisions. - Channel - management decisions. - Channel dynamics.
14&15	PROMOTIONAL STRATEGIES - Effective advertising programs. - Sales promotion and public relations programs. - The strategic personal selling process. - Strategic sales-force management.

6. Marks Distribution & Grading Policy:

Semester Performance	Weight
Mid paper	30
Final paper	50
Quiz	05
Assignments	05
Project & Presentations	05
Attendance	05

Final Calculation = [MP + FP + Q + As + CP + At]

7. Class Instructions:

- Class attendance is required and monitored but not mandatory. Students are responsible for all information communicated during class. This information will not be necessarily duplicated on material sent through e-mail.
- According to KFUEIT policy, 65% minimum attendance is required to appear in the Mid Term & 75% minimum attendance is required to take final examination.
- Students are expected to be honest and not cheat on their Assignments/examinations/project. Collaboration and discussion with fellow students are highly encouraged, but copying each other's work is forbidden.
- Academic dishonesty will not be tolerated and the student, in question, will be dealt in accordance with the University policies.
- Cell phones may not be used as calculators. Cell phones must be turned off at all times
- During the lectures and lab sessions. The communication functions including text messaging on all devices must be turned off during the class and exams.

- Students are not allowed to sell or distribute the course material and artifacts provided for this class.
- Students with disabilities or severe bad health condition are encouraged to consult the instructor as soon as possible. Please inform the Instructor if there is a need for alternate format for evaluation or exams.
- Students who anticipate the necessity of being absent from class due to the observation of a major religious observance must provide notice of the date(s) in writing by the second week.
- Read your emails daily to find out any new classroom instructions.
- Day to day class participation will be recorded. Questions and active participation are highly valued. Attitude of an individual in the class, response towards instructor and other students will play an important role.
- The instructor reserves the right to interpret the class policies if confusions may occur.

8. Assignment and Quiz Instructions:

- Two or three assignments are expected in this course.
- Late submission will not be marked.
- Late submission of assignments is granted only for pre-stated genuine problem or engagement, but with a penalty of deduction.
- Quizzes will be un-announced, short and logical.
- Four to five quizzes can be expected throughout this course.

9. Exam Guidelines:

- Exams are conducted to judge ones understanding of the subject. Exams will be closed book.
- For you to perform well, you must pay full attention to all lecture notes and slides and stay attentive during the lecture.
- Students can expect anything in the paper.
- Make-up exam are granted only when a police report or a doctor's note showing some Emergency is presented.

10. RECOMMENDED TEXT/REFERENCE BOOKS:

- Philip Kotler, Marketing Management, Analysis, Planning, Control, Prentice Hall.
- William J. Stanton & Charles Futrell, Fundamentals of Marketing, McGraw Hill.
- Jagdesh Sheth and Dennis E. Garrett, Marketing Management: A Comprehensive Reader, South Western Publishing.
- E. Jerome McCarthy & William. D. Pareanth, Basic Marketing: Managerial Approach, IRWIN.

11. Communication:

All the material will be sent through e-mail. It is mandatory that each student keeps track of his / her result. All students must maintain the entire class working, quiz, Assignments and other course related material in a portfolio.