

**UNIVERSITY OF SARGODHA  
NOON BUSINESS SCHOOL**

COURSE OUTLINE

SPRING 2020

Course Title:           **MARKETING MANAGEMENT**  
Course Code:           BUSB-6126  
Credit Hours:           03

Instructor:             Muhamamd Zubair Tariq  
Email:                   zubair.tariq@uos.edu.pk

**COURSE OBJECTIVES**

In today's fast-paced world, marketing has become more complex. Changes in technology and consumer and business needs, as well as, increased globalization pose new challenges for marketers. These events have made marketers more aware of the necessity for careful but speedy analysis and decision-making. The implication is that marketing management as a field of study has become more important. Marketing management is the art of optimal manipulation of the marketing mix to achieve business goals.

**LEARNING OUTCOMES**

This course is geared toward providing an understanding of the rationale for marketing decisions from a managerial perspective. It also seeks to provide a framework for decision-making that is logical but does not stifle creativity. To meet these goals, this course will require the integration of theory and practice. Students will have to make strategic marketing decisions based on analytical techniques they will learn in this course. They will have to devise a plan that is based on a sound conceptual framework, to implement the decision. It is hoped that through this exercise students will learn the value of marketing management in business.

**READINGS**

Kotler, P., & Keller, K. L. (2015). *Marketing Management, global edition*. Pearson Education

**CONTENTS**

Sr. No.	Contents
1	Defining Marketing for the 21st Century
2	Developing Marketing Strategies and Plan
3	Collecting Information and Forecasting Demand
4	Conducting Marketing Research
5	Analyzing Consumer Markets
6	Analyzing Business Markets
7	Tapping into Global Markets
8	Identifying Market Segments and Targets
9	Crafting the Brand Positioning
10	Creating Brand Equity
11	Designing and Managing Services
12	Setting Product Strategy: Role of Product Development
13	Developing Pricing Strategies and Programs
14	Designing and Managing Integrated Marketing Channels
15	Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations

<b>SEMESTER PLAN</b>	
<b>Week</b>	<b>Topics and Readings</b>
1.	<b>Defining Marketing for the 21st Century:</b> The Value of Marketing, The Scope of Marketing
2.	<b>Defining Marketing for the 21st Century:</b> Core Marketing Concepts, The New Marketing Realities, Marketing Management Tasks
3.	<b>Developing Marketing Strategies and Plan:</b> Marketing and Customer Value, Corporate and Division Strategic Planning, Business Unit Strategic Planning, The Nature and Contents of a Marketing Plan
4.	<b>Collecting Information and Forecasting Demand:</b> Components of a Modern Marketing Information System, Analyzing the Macroenvironment
5.	<b>Conducting Marketing Research:</b> Conducting Marketing Research and Forecasting Demand, Marketing Research Process
6.	<b>Analyzing Consumer Markets:</b> Factors influence Consumer Behavior, The Buying Decision Process, Key Psychological Processes
7.	<b>Analyzing Business Markets:</b> Introduction to Organizational Buying, Participants in the Business Buying Process, Stages in the Buying Process, Developing Effective Business-to-Business Marketing Programs
8.	<b>Identifying Market Segments and Targets:</b> Bases for Segmenting Consumer Markets, Segmentation of Business Markets, Market Targeting, Effective Segmentation Criteria
<b>MID TERM EXAMINATION</b>	
9.	<b>Creating Brand Equity</b>
10.	<b>Crafting the Brand Positioning</b>
11.	<b>Designing and Managing Services:</b> The Nature of Services, Achieving Excellence In Services Marketing, Managing Service Quality, Managing Product-Support Services,
12.	<b>Setting Product Strategy: Role of Product Development:</b> Product Characteristics and Classifications, Differentiation, Product Design, Luxury Products, Product and Brand Relationships, Packaging, Labeling, Warranties and Guarantees
13.	<b>Developing Pricing Strategies and Programs:</b> Understanding Pricing, Setting the Price, Initiating and Responding to Price Changes
14.	<b>Designing and Managing Integrated Marketing Channels:</b> Marketing Channels and Value Networks, The Role of Marketing Channels, Channel-Management Decisions
15.	<b>Designing and Managing Integrated Marketing Channels:</b> Channel Integration and Systems, E-Commerce Marketing Practices, M-Commerce Marketing Practices
16.	Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations
<b>FINAL TERM EXAMINATION</b>	

## RESEARCH PROJECT

Students will have to prepare a class project which will be a detailed marketing plan. Project will cover introduction to organization, its organizational structure, detailed Marketing Plan and other relevant marketing concepts and processes.

The format of the project will be provided and discussed with students. During last week of semester final group presentations will be taken and students will prepare project both in report format and PowerPoint presentation.

## ASSESSMENT CRITERIA

Assignments:	6 Marks
Project (Marketing Plan):	8 Marks
Quizzes:	4 Marks
Class Participation:	2 Marks
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<b>Total Sessional Marks</b>	<b>20 Marks</b>
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Final exam:	50 Marks
Mid Term:	30 Marks
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<b>Total Marks</b>	<b>100</b>
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## RULES AND REGULATIONS

1. 75% class attendance is necessary for appearing in final term examinations
2. Assignments will have to be submitted prior to the start of next class in following week
3. Use of mobile phone during class is strictly not allowed
4. Students are strictly required to maintain class discipline
5. Food and beverages are not permitted in the class