**University of Sargodha**

**Noon Business School**

**BUSB-6116 Principles of Marketing**

**Weekly Breakup**

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| 12345678910111213141516 | **Defining Marketing and the Marketing Process** **Marketing: Creating and Capturing****Customer Value 2****Company and Marketing Strategy:****Partnering to Build Customer****Relationships****Analyzing the Marketing****Environment****Managing Marketing Information****to Gain Customer Insights** **Consumer Markets and Consumer****Buyer Behavior****Customer-Driven Marketing****Strategy: Creating Value for Target****Customers****New Product Development and****Product Life-Cycle Strategies****New Product Development and****Product Life-Cycle Strategies****MID –Term Exams****Pricing: Understanding and****Capturing Customer Value****Pricing Strategies****Marketing Channels: Delivering****Customer Value****Class Activity****Retailing and Wholesaling****Advertising and Public Relations****Personal Selling and Sales****Promotion****Project Presentation** |

**Recommended Books**.

Philip Kotler 17e

**Suggested Books**

W.D .Perreault 17e