**University of Sargodha**

**Noon Business School**

**BUSB-6116 Principles of Marketing**

**Weekly Breakup**

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| --- | --- |
| 1  2  3  4  5  6  7  8  9  10  11  12  13  14  15  16 | **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