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| **Course** | **PRINCIPLES OF MARKETING** | **Credit** | **3** |
| BUSB 6153 | **Hours** |
| Instructor | Ahsan Javaid (Lecturer NBS) |  |  |
| Pre- | NONE | Semester | I |
| Requisite |
| Objectives |  | Introduce to students the key marketing ideas and |  |
|  | phenomena, especially the core theme of delivering |
|  | benefits to customers. |  |  |  |
| Develop students‘ skills in marketing analysis and |  |
|  | planning. |  |  |  |  |
| Familiarize students with the tactics of the marketing |
|  | (Product |  |  |  |  |
|  | strategy, | advertising | and | communications |
|  | [Promotion], and distribution [Place], and Price - |
|  | 4P's) and enhance problem solving and decision |
|  | making abilities in these areas. |  |  |
| How to | evaluate the | attractiveness of different |
|  | markets. |  |  |

 **Week** **OUTLINE**

1. The Field of Marketing, Introductory Concepts; Adapting Marketing to the New Economy Positioning ; Marketing as the Driver in the Digital Economy 

1. Marketing- oriented Strategic Planning; Scanning the Marketing Environment

1. Marketing research process ; Marketing information systems. Identifying Marketing Opportunities 
2. Consumer behavior; Consumer purchase decision process: Influences on consumer behavior; Social influences 
3. Identifying Marketing Segments and Selecting Target Markets 

1. Product positioning and Differentiating the Marketing Offering The Product Life Cycle 
2. The marketing mix: Product; Meaning and classification of product; Development of new product; Determinants of product mix; Product
3. adoption-diffusion process; Product portfolio classification; Product deletion strategy.
4.  The marketing mix: Price; Nature and importance of pricing.; Pricing objectives; Factors influencing pricing decision; Developing Price Strategies and Programs 

1. The marketing mix: Promotion strategy; Role of promotion in business marketing; Developing and implementing the promotional mix. 

1. Advertising, sales promotion and public relations; Managing The Sales Force
2. The marketing mix: Distribution; Designing distribution channel.; Selecting the type of channel. 
3. Managing Retailing, Wholesaling and Market Logistics  Managing The Total Marketing Effort

1. Marketing plan development analysis

**Recommended Books: (Latest Editions)**

 Kotler, Philip. (2002) *“Marketing Management”*. 11th Edition, Prentice- Hall. 

Stanton, Etzel, Walker. (2004), *Marketing,* 13th edition, McGraw-Hill. 

Krishnamacharyulu, Ramakrishan. (2005), *Rural Marketing Text and Cases*, Pearson Education.

Kotler, Philip, Jain C Dipak, *Marketing Moves ( A New Approach to Profits, Growth, and Renewal)* ,Harvard Business School Press.