

University of the Punjab, Lahore

Hailey College of Banking & Finance

Course Outline

(Core Course / Auxiliary Course /Special Course)

Program	BBA	Course Instructor	
Years/Semester		Email	
Name of the Course	Principles of Marketing		
Course No.	BHBF421		
Credit Hours	3		
Prerequisites	N/A		
Follow Up	--		
Category	Core Course		
Course Description & Learning Objectives	<p>The objective of this course is to introduce the participants to the basic concepts and principles of marketing and to provide an understanding of the marketing environment. Students who attend this course will perceive the importance and role of marketing for firms and how marketing activities of businesses are formulated and implemented. The elements of the marketing mix and strategic marketing management topics will be examined. Classes will consist of lecturing, real life examples, case studies, discussions, and in-class exercises.</p>		
Syllabus before Mid-Term Examinations			
WEEK 01	<p>CH#1 Creating and Capturing Customer Value</p> <ul style="list-style-type: none"> • Understanding the Marketplace and Customer Needs • Designing a Customer-Driven Marketing Strategy • Preparing an Integrated Marketing Plan and Program 		
WEEK 02	<ul style="list-style-type: none"> • Building Customer Relationships • Capturing Value from Customers 		
WEEK 03	<p>Ch#2 Company and Marketing Strategy Partnering to Build Customer Relationships</p> <ul style="list-style-type: none"> • Companywide Strategic Planning: Defining Marketing's Role • Designing the Business Portfolio • Planning Marketing: Partnering to Build Customer Relationships 		

WEEK 04	<ul style="list-style-type: none"> • Marketing Strategy and the Marketing Mix • Managing the Marketing Effort
WEEK 05	<p>Ch#3 Analyzing the Marketing Environment</p> <ul style="list-style-type: none"> • The Company's Microenvironment • The Company's Macroenvironment
WEEK 06	<ul style="list-style-type: none"> • The Company's Macroenvironment • Responding to the Marketing Environment
WEEK 07	<p>Ch#4 Customer-Driven Marketing Strategy Creating Value for Target Customers</p> <ul style="list-style-type: none"> • Customer-Driven Marketing Strategy • Market Segmentation
WEEK 08	<ul style="list-style-type: none"> • Market Targeting • Differentiation and Positioning
Syllabus After Mid-Term Examinations	
WEEK 09	<p>Ch#5 New-Product Development and Product Life-Cycle Strategies</p> <ul style="list-style-type: none"> • New-Product Development Strategy • The New-Product Development Process • Managing New-Product Development
WEEK 10	<ul style="list-style-type: none"> • Product Life-Cycle Strategies • Additional Product and Service Considerations
WEEK 11	<p>Ch#6 Consumer Markets and Consumer Buyer Behavior</p> <ul style="list-style-type: none"> • Model of Consumer Behavior • Characteristics Affecting Consumer Behavior
WEEK 12	<ul style="list-style-type: none"> • Types of Buying Decision Behavior • The Buyer Decision Process • The Buyer Decision Process for New Products

WEEK 13		Ch#7 Pricing: Understanding and Capturing Customer Value				
		<ul style="list-style-type: none"> • What Is a Price? • Customer Perceptions of Value 				
WEEK 14						
		<ul style="list-style-type: none"> • Company and Product Costs • Other Internal and External Considerations Affecting Price Decisions 				
WEEK 15		Ch8# Pricing Strategies				
		<ul style="list-style-type: none"> • New-Product Pricing Strategies • Product Mix Pricing Strategies 				
WEEK 16						
		<ul style="list-style-type: none"> • Price Adjustment Strategies • Price Changes 				
Text Books		Kotler, Philip and Armstrong, Gary. Principles of Marketing. New Jersey: Prentice Hall, 16th ed., 2016. ISBN-13: 9780133795028.				
Reference Material		Provided by instructor				
Instructional Aids/Resources		<ul style="list-style-type: none"> • Smart Projector • Video Lectures • Online Case Study Database Access (Harvard) • Turnitin 				
Teaching strategies		Participatory lectures, assignments, workshop sessions, presentations, term papers				
Assessment	Marks in %	Sessional	Mid	Final	Total 100%	
	Criteria	25	35	40	100	

Governing Rules	<ul style="list-style-type: none"> • There will be a closed-book mid-term exam (minimum duration 1 hour) and final-term exam (minimum duration 1.5 hours) in which material from lectures, assigned readings/handouts, and the textbook will be covered. The exams will test your understanding of the course material and your ability to apply the concepts learned. • Prior Preparation, Regular Attendance, and Professional Participation in all classes is expected and rewarded. Come to the Class prepared to lead the class discussion for analytical interpretations, alternative strategies, and persuasive solutions.
Attendance Requirements	<ul style="list-style-type: none"> • Students failing to maintain a minimum attendance of 75% will not be allowed to sit in Exams <p>It is strongly recommended that students attend every class session.</p>
Classroom Behavior	<p>In class all cell phones must be turned off or set on "silent mode." During lectures use of mobile phone or other gadgets without the permission of instructor is not allowed</p>
Honesty Policy	<p>A Participant found in cheating on any exam/ assignment/ project will receive no credit (i.e. no grade) for that exam/ assignment/ project</p>