

Name of the course	Principles of Marketing
Course Code	BBA 206
Semester	III
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Develop an understanding of key marketing concepts of marketing. 2. Enhance the conceptual knowledge of marketing as applicable to decision making process with a focus on tactical marketing mix decisions. 3. Understand comprehensive framework of marketing that helpful to evaluate marketing decisions and to create successful marketing initiatives
Contents	<p>Unit-1 Understanding the marketplace and customer</p> <ol style="list-style-type: none"> 1.1 What is marketing? 1.2 Understanding the marketplace and customer need <p>Unit-2 Designing a customer-Driven marketing strategy</p> <ol style="list-style-type: none"> 2.1 Designing a customer-Driven marketing strategy 2.2 Preparing an integrated marketing plan 2.3 Capturing value from customers 2.4 Companywide strategy planning 2.5 Planning marketing: Partnering to build customer relationships 2.6 Marketing strategy and marketing mix 2.7 Return on marketing investment <p>Unit-3 Model of Consumer Behavior</p> <p>Unit-4 Characteristics Affecting Consumer Behavior</p> <p>Unit-5 The Buyer Decision Process</p> <p>Unit-6 The Buyer Decision Process</p> <ol style="list-style-type: none"> 7.1 The Buyer Decision Process 7.2 Market Segmentation 7.3 Market Targeting <p>Unit-7 Differentiation and Positioning</p> <p>Unit-8 Product, Services, and Branding Strategies</p> <ol style="list-style-type: none"> 8.1 What is a Product? 8.2 Product and Service Decision 8.3 Branding Strategy 8.4 Services Marketing

	<p>Unit-9 New-Product Development and Product Life-Cycle Strategies</p> <p>9.1 New Product Development Strategy 9.2 Managing New Product Development Process 9.3 Product Life-Cycle Strategies</p> <p>Unit-10 Pricing Strategies</p> <p>10.1 New-Product Pricing Strategies 10.2 Product Mix Pricing Strategies 10.3 Price Adjustment Strategies 10.4 Price Changes</p> <p>Unit-11 Retailing and Wholesaling</p> <p>11.1 Retailing 11.2 Wholesaling</p> <p>Unit-12 Advertising, Sales Promotion, And Public Relations</p> <p>12.1 Advertising 12.2 Sales Promotion 12.3 Public Relations</p> <p>Unit-13 Personal Selling and Direct Marketing</p> <p>13.1 Personal Selling 13.2 Managing Sales Force 13.3 The New Direct Marketing Model 13.4 Growth and Benefits of Direct Marketing 13.5 Customer Databases and Direct Marketing 13.6 Forms of Direct Marketing</p>
Teaching & Learning Strategies	A combination of lecturing, presentations, and discussions will be used to conduct the course. Students will be expected to read extensively ahead of each class session and actively participate in discussions and practical work.
Assignment	Written assignment (10 marks), presentation (5 marks) and Quiz (10 marks)
Suggested Readings	<p>Armstrong, G. M., Kotler, P., Harker, M., & Brennan, R. (2018). <i>Marketing: An introduction</i>. Pearson.</p> <p>Kotler, P. (2019). <i>A framework for marketing management</i> (6th ed.). Pearson.</p> <p>Kotler, P., Armstrong, G., Haque, E., & Agnihotri, Y. (2010). <i>Principles of marketing: A South Asian perspective</i> (13th ed.). Pearson.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)