

Institute of Administrative Sciences
Faculty of Business, Economics, and Administrative Sciences
University of the Punjab, Lahore
Course Outline



Programme	BS Management	Course Code	MGT-241	Credit Hours	3
Course Title	Fundamentals of Marketing				
Course Introduction					
<p>The course aims to develop an understanding of key marketing concepts. The course starts with the introduction of the marketing process and then subsequently its different parts are individually discussed and finally integrated. Together with short cases, the course provides students with the necessary background to undertake advanced courses.</p>					
Learning Outcomes					
<p>On the completion of the course, the students will:</p> <ol style="list-style-type: none"> 1. To acquire the knowledge and spirit for marketing 2. To become familiar with the marketing process 3. To provide a necessary background for advanced courses 					
Course Content				Assignments/Readings	
Week 1&2	Unit-I <i>Marketing: Creating and capturing customer value</i> <ul style="list-style-type: none"> ▪ Defining marketing ▪ What is market? ▪ Difference between marketing and economics’ definition of market. ▪ Needs, wants, and demands ▪ Marketing offering ▪ Delivering and capturing customer value ▪ Customer satisfaction 			<p>Chapter 1: Marketing: creating and capturing customer value</p>	
	Unit-II <ul style="list-style-type: none"> ▪ Marketing strategy [strategic planning and <i>STP</i> (Segmentation, Targeting, and Positioning)] ▪ Marketing management orientations (production, product, selling, marketing concept, and societal marketing concept) Marketing mix: 4 Ps 				
Week 3	<i>Company and marketing Strategy</i> <ul style="list-style-type: none"> ▪ Companywide strategic planning <ul style="list-style-type: none"> ○ Defining market-oriented mission ○ Setting objectives and goals Defining business portfolio 			<p>Chapter 2: Company and marketing strategy: partnering to build customer relationships</p>	
	<ul style="list-style-type: none"> ▪ Marketing strategy and the marketing mix <ul style="list-style-type: none"> ○ STP Developing an integrated marketing mix 				

		Solution to marketing myopia
Week 4 & 5 Week 6 & 7	<i>Marketing strategy</i> <ul style="list-style-type: none"> • The crux of marketing strategy <ul style="list-style-type: none"> ○ Segmentation ○ Targeting Differentiation and positioning	Chapter 7: <i>Customer driven marketing strategy</i> Case: Mahindra & Mahindra
	<i>Marketing mix → Product</i> <ul style="list-style-type: none"> ▪ What is a product? ▪ Different types of products ▪ Branding strategy New product development	Chapter 8: Products, services, and brands Cases: Nokia 1100, Dilmah Tea, Muruti Suzuki
Week 8 & 9	<i>Marketing mix → Pricing</i> <ul style="list-style-type: none"> ▪ What is a price? ▪ Customer perceptions of value ▪ Company and product costs ▪ Other factors affecting price decisions Pricing strategies	Chapter 10: Pricing & chapter 11: Pricing strategies Cases: (1) Avari hotel and (2) Sunsilk shampoo
Week 10 Week 11	<i>Marketing mix → Place</i> <ul style="list-style-type: none"> • Supply chain and value delivery network (and its relationship with Michael Porter Value chain) • Importance of channels • Channel behavior and organization • Channel design 	Chapter 12: Marketing channels
	<i>Marketing mix: Place</i>	Chapter 12: Marketing channels
Week 6 Week 12	<ul style="list-style-type: none"> • Channel management • Channel conflicts • Traditional vs. vertical marketing system • Logistics and supply chain management Push vs. pull strategy	Cases: (1) TCS, and (2) Educators
	<i>Marketing mix → Promotion</i> <ul style="list-style-type: none"> ▪ The promotion mix ▪ Integrated marketing communication (IMC) ▪ Communication process model 	Chapter 14: Communicating customer value Cases: Nokia 1100, India Everywhere
	<i>Marketing environment</i> <ul style="list-style-type: none"> ▪ The marketing environment <ul style="list-style-type: none"> ○ What constitutes microenvironment? ○ What constitutes macroenvironment? Responding to the marketing environment	Chapter 3: Analyzing the marketing environment Cases: NuView, Something Brilliant, Xerox
Week 14 Week 15	<i>Marketing information</i> <ul style="list-style-type: none"> ▪ Marketing information and customer insights ▪ Assessing marketing information needs ▪ Developing marketing information Marketing research	Chapter 4: Managing marketing information to gain customer insights Case: Nokia 1100

	<i>Consumer behavior</i> <ul style="list-style-type: none"> ▪ Model of consumer behavior ▪ Characteristics affecting consumer behavior ▪ Types of buying decision behavior Consumer decision making process 	Chapter 5: Consumer markets and consumer buyer behavior
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Week 16	Review of the core concepts	
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Textbooks and Reading Material

<p>Suggested Textbook.</p> <ul style="list-style-type: none"> • Kotler, P. (2010). <i>Principles of marketing: a South Asian perspective, 13/E</i>. Pearson Education India. • McMurtry, J. M. (2017). <i>Marketing for dummies</i>. John Wiley & Sons. <p>Suggested Readings</p> <p>Aurora magazine (https://aurora.dawn.com/)</p>

Teaching Learning Strategies

This course makes use of interactive teaching and learning strategies which engage students to promote critical and reflective thinking, research and evaluation skills that will help them become better learners and enhance their skill set. Students will use personal and social capability to collaboratively work with others in learning activities, appreciate their own strengths and abilities and those of their peers, enabling them to develop a range of interpersonal skills such as communication, negotiation, teamwork, leadership and an appreciation of diverse perspectives.

Assignments: Types and Number with Calendar

Will be decided by the course instructor

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.