

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



Programme	BS Management	Course Code	MGT-341	Credit Hours	3
Course Title	Marketing Management				
Course Introduction					
<p>The objectives of this course are to improve your business analysis skills and decision-making abilities. Throughout the course, students will be expected to act as decision-makers. The course will focus on knowledge and understanding of basic marketing terms and concepts, skills of business analysis, an understanding of marketing problems and opportunities, the skills required to formulate marketing program alternatives, and the ability to support your recommendations.</p>					
Learning Outcomes					
<p>On the completion of the course, the students will:</p> <ol style="list-style-type: none"> 1. Build an understanding of the marketing function and how it relates to the organization and its marketing decisions through general marketing principles (i.e., customer value, differential advantage, and market segmentation). 2. Illustrate the implementation of these principles through the marketing mix (i.e., product, price, promotion, distribution). 3. Provide managers with practical experience in making marketing decisions. 					
Course Content				Assignments/Readings	
Week 1	<ul style="list-style-type: none"> • Customer Behaviour: Understanding the factors that influence consumer behavior and decision-making processes. • SWOT Analysis: Learning how to conduct a SWOT analysis to identify strengths, weaknesses, opportunities, and threats. • Consumer Decision-Making: Exploring the stages of the consumer decision-making process. • Consumer Segments: Identifying and analyzing different consumer segments. • Marketing Communications: Introduction to various marketing communication tools and strategies. 				

	<p>Breakeven Analysis: Understanding the concept of breakeven analysis and its application in marketing.</p>	
Week 2	<p>Marketing Research and Competitive Analysis</p> <ul style="list-style-type: none"> • Data Collection: Methods of collecting primary and secondary data for marketing research. <p>Ethical Issues in Marketing Research: Discussing the ethical considerations in conducting marketing research.</p>	
Week 3	<p>Consumer Segmentation, Pricing Strategy, and Competitive Reaction</p>	
	<ul style="list-style-type: none"> • Marketing Segmentation and Positioning: Techniques for segmenting markets and positioning products. • Market Segmentation: Identifying different bases for segmenting consumer and business markets. <p>Market Positioning: Strategies for positioning products in the market to achieve competitive advantage.</p>	
Week 4	<p>Market Entry and Pricing</p>	
	<ul style="list-style-type: none"> • Market Entry Strategies: Exploring different strategies for entering new markets. <p>Pricing Concepts: Understanding various pricing strategies and their impact on consumer behavior.</p>	
Week 5	<p>Retail Selling</p>	
	<ul style="list-style-type: none"> • Private Label Brands: The role and importance of private label brands in retail. <p>Retail Marketing Strategies: Developing effective marketing strategies for retail businesses.</p>	
Week 6	<p>Product Management</p>	
	<ul style="list-style-type: none"> • Product Life Cycle: Understanding the stages of the product life cycle and their implications for marketing. 	

	<ul style="list-style-type: none"> • New Product Development: The process of developing new products from idea generation to commercialization. • Product Portfolio Management: Managing a portfolio of products to maximize profitability. 	
Week 7	Branding	
	<ul style="list-style-type: none"> • Brand Equity: Building and managing brand equity. • Brand Positioning: Strategies for positioning brands in the market. • Brand Management: Techniques for managing brands over time. 	
Week 8	Promotion Strategies	
	<ul style="list-style-type: none"> • Advertising: Developing and implementing effective advertising campaigns. • Sales Promotion: Techniques for promoting sales through various promotional activities. • Public Relations: The role of public relations in marketing. • Personal Selling: Strategies for effective personal selling. 	
Week 9	Digital Marketing	
	<ul style="list-style-type: none"> • Social Media Marketing: Utilizing social media platforms for marketing. • Search Engine Optimization (SEO): Techniques for optimizing websites for search engines. • Content Marketing: Creating and distributing valuable content to attract and engage customers. 	
Week 10	Distribution Channels	
	<ul style="list-style-type: none"> • Types of Distribution Channels: Understanding different types of distribution channels and their functions. • Channel Management: Strategies for managing distribution channels effectively. 	

	<p align="center">Logistics and Supply Chain Management: The role of logistics and supply chain management in marketing</p>	
Week 11	Pricing Strategies	
	<ul style="list-style-type: none"> • Cost-Based Pricing: Setting prices based on costs. • Value-Based Pricing: Setting prices based on perceived value. <p align="center">Competitive Pricing: Setting prices based on competitors' pricing strategies.</p>	
Week 12	Integrated Marketing Communications	
	<ul style="list-style-type: none"> • Coordinating Promotional Efforts: Integrating various promotional tools to create a cohesive marketing communication strategy. <p align="center">IMC Strategies: Developing and implementing integrated marketing communication strategies.</p>	
Week 13	Global Marketing	
	<ul style="list-style-type: none"> • International Marketing Strategies: Strategies for marketing products in international markets. • Cultural Considerations in Marketing: Understanding the impact of cultural differences on marketing strategies. 	
Week 14	Marketing Ethics and Social Responsibility	
	<ul style="list-style-type: none"> • Ethical Issues in Marketing: Discussing ethical issues and dilemmas in marketing. <p align="center">Corporate Social Responsibility: The role of corporate social responsibility in marketing.</p>	
Week 15	Marketing Plan Development	
	<ul style="list-style-type: none"> • Components of a Marketing Plan: Understanding the key components of a marketing plan. • Developing a Marketing Plan: Steps for developing a comprehensive marketing plan. 	
Week 16	Course Review and Final Exam Preparation	

- **Review of Key Concepts:** Reviewing the key concepts covered in the course.
- **Final Exam Preparation:** Preparing for the final exam through practice questions and discussions.

Textbooks and Reading Material

Textbooks.

- “Marketing Management” by Philip Kotler and Kevin Lane Keller, Pearson, Latest Edition

Suggested Readings

- “Contemporary Marketing” by Louis E. Boone and David L. Kurtz, Cengage Learning, Latest Edition
- “Marketing: An Introduction” by Gary Armstrong and Philip Kotler, Pearson, Latest Edition
- “Strategic Marketing Management” by Alexander Chernev, Cerebellum Press, Latest Edition

Journal Articles/ Reports

Journal Articles/Reports

“The Role of Digital and Social Media Marketing in Consumer Behavior” by Andrew T. Stephen

Journal: Current Opinion in Psychology

Year of Publication: 2016

“Marketing Myopia” by Theodore Levitt

Journal: Harvard Business Review

Year of Publication: 1960

“Customer Value Propositions in Business Markets” by James C. Anderson, James A. Narus, and Wouter van Rossum

Journal: Harvard Business Review

Year of Publication: 2006

“The Impact of Digital Marketing on Consumer Behavior” by John Smith

Report: McKinsey & Company

Year of Publication: 2020

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.