

Programme	BBA	Course Code	BBA-202	Credit Hours	3
Course Title	Principles of Marketing				
Course Introduction					
This course has been introduced to inculcate the students basic Islamic Ideology through the learning of Holy Quran, its principles and translations of Arabic text so that students can easily understand the basic message provided by the Almighty Allah through His beloved Messenger Hazrat Muhammad (peace be upon him). Interpretation of selected Suras and Ayats will enable students to comprehend the wrong and rights, dealings with other and obedience of Allah.					
Learning Outcomes					
On completion of this course, the students will be able to:					
<div>1. Develop an understanding of key marketing concepts of marketing.</div> <div>2. Enhance the conceptual knowledge of marketing as applicable to decision making process with a focus on tactical marketing mix decisions.</div> <div>3. Understand comprehensive framework of marketing that helpful to evaluate marketing decisions and to create successful marketing initiatives</div>					
Contents	Unit-1	Understanding the marketplace and customer			
		1.1	What is marketing?		
		1.2	Understanding the marketplace and customer need		
	Unit-2	Designing a customer-Driven marketing strategy			
		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		
	Unit-3	Model of Consumer Behavior			
	Unit-4	Characteristics Affecting Consumer Behavior			
Unit-5	The Buyer Decision Process				
Unit-6	The Buyer Decision Process				
	7.1	The Buyer Decision Process			

	7.2	Market Segmentation
	7.3	Market Targeting
	Unit-7	Differentiation and Positioning
	Unit-8	Product, Services, and Branding Strategies
	8.1	What is a Product?
	8.2	Product and Service Decision
	8.3	Branding Strategy
	8.4	Services Marketing
	Unit-9	New-Product Development and Product Life-Cycle Strategies
	9.1	New Product Development Strategy
	9.2	Managing New Product Development Process
	9.3	Product Life-Cycle Strategies
	Unit-10	Pricing Strategies
	10.1	New-Product Pricing Strategies
	10.2	Product Mix Pricing Strategies
	10.3	Price Adjustment Strategies
	10.4	Price Changes
	Unit-11	Retailing and Wholesaling
	11.1	Retailing
	11.2	Wholesaling
	Unit-12	Advertising, Sales Promotion, And Public Relations
	12.1	Advertising
	12.2	Sales Promotion
	12.3	Public Relations
	Unit-13	Personal Selling and Direct Marketing
	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
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.
Assignments	Written assignment (10 marks), presentation (5 marks) and Quiz (10 marks)
Textbooks and Reading Material	Armstrong, G. M., Kotler, P., Harker, M., & Brennan, R. (2018). <i>Marketing: An introduction</i> . Pearson. Kotler, P. (2019). <i>A framework for marketing management</i> (6 th ed.). Pearson. Kotler, P., Armstrong, G., Haque, E., & Agnihotri, Y. (2010). <i>Principles of marketing: A South Asian perspective</i> (13 th ed.). Pearson.

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	25%	Written test (at the mid-point of the semester)
2	Formative Assessment	15%	Assignment, presentation and quiz
3	Final Assessment	60%	Written test (at the end of the semester)