

Programme	BBA	Course Code	BBA-212	Credit Hours	3
Course Title	Marketing Management				
Course Introduction					
<p>The course has been designed to teach the students how marketing is different from selling and what is value creation process with customer satisfaction. How needs and wants are addressed with 4 Ps, price, place, promotion and product. What are various political, environmental, social, technological, economical and legal factors that effect the process of marketing.</p>					
Learning Outcomes					
<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Define and understand the nature and purpose of effective marketing management in the marketplace. 2. Identify and apply the marketing concepts, processes and activities within appropriate types of business environment. 3. Identify and analysis the environmental factors (internal and external) that have implication for marketing management and will affect the marketing decisions. 4. Analyze and seek to identify gaps in the needs and wants of the customer so that appropriate strategy can be proposed to create customer value through competitive advantage. 5. Apply and practice the concepts of marketing in the marketplace within the ethical standards of cultural diversity, religion and mankind. 					
Contents	Unit-1	Marketing: An Overview			
		1.1	Definitions		
		1.2	The evolution of marketing management.		
		1.3	The marketing concept and social responsibility.		
		1.4	The importance and scope of marketing.		
		1.5	The basic functions of marketing.		
	Unit-2	Marketing Information Systems			
		2.1	Concept and components of marketing information systems.		
		2.2	Marketing intelligence system.		
		2.3	Marketing research system.		
		2.4	Analytical marketing system.		
		2.5	Marketing decision support system.		
	Unit-3	Consumer Markets and Consumer Behavior Analysis			
		3.1	Demographic dimensions of consumer market.		
		3.2	Behavioral dimensions of consumer market.		
	3.3	The consumer's decision process.			
	3.4	The buyer's decision process.			

	3.5	The industrial market, the reseller market and the Government market.
	3.6	Organizational markets and their buying objectives & structures.
	Unit-4	STP Marketing
	4.1	An overview of marketing opportunities and target markets
	4.2	Market segmentation concept patterns & procedure
	4.3	Dimensions to segment consumer and industrial markets
	4.4	Market targeting and product positioning
	Unit-5	Product Markets Strategies
	5.1	Basic concepts of product planning.
	5.2	The product lifecycle: Stages and marketing strategies.
	5.3	New product planning and development.
	5.4	Product-mix strategies.
	5.5	Branding, packaging and labeling.
	Unit-6	Pricing Strategies and Policies
	6.1	Procedure for price setting.
	6.2	Methods of setting prices.
	6.3	Price-adaptation strategies
	6.4	One-price and flexible-price policies.
	6.5	Price level policies over the product life cycle.
	6.6	Initiating and responding to price changes.
	Unit-7	Marketing Channel Decisions
	7.1	Channel- design decisions.
	7.2	Channel- management decisions.
	7.3	Channel dynamics
	Unit-8	Promotional Strategies
	8.1	Effective advertising programs.
	8.2	Sales promotion and public relations programs.
	8.3	The strategic personal selling process.

	8.4 Strategic sales-force management.
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	<p>Kotler, P. (2017). <i>Marketing management: Analysis, planning, implementation and control</i>. Prentice Hall.</p> <p>McCarthy, E. J. (1960). <i>Basic marketing: A managerial approach</i>. Homewood, Illinois.</p> <p>Perreault, W. D., & McCarthy, E. J. (2002). <i>Basic marketing: A global managerial approach</i>. McGraw-Hill.</p> <p>Sheth, J. N., & Garrett, D. E. (2016). <i>Marketing management: A comprehensive reader</i>. South-Western.</p> <p>William, J. S., & Futrell, C. (1994). <i>Fundamentals of marketing</i> (10th ed.). McGraw Hill.</p>