

Course Title	Introduction to Marketing		
Course Code	UE-272		
Credit Hours	3 (3,0)		
Category	Social Science Related University Elective		
Prerequisite	None		
Co-Requisite	None		
Follow Up	None		
Course Introduction	This course is designed to provide students with a broad introduction to marketing concepts, to help them understand the factors that influence marketing decisions, and to focus their attention on the vital role of marketing in today's global economy.		
Course Learning Outcomes (CLOs)	At the end of the course, the students will be able to:	BT	PLO
	CLO1: Identify some of the basic approaches to formulating a marketing strategy in order to participate effectively when working with marketing policy coordinators.	C1 (Identify)	1, 6, 7
	CLO2: Use an understanding of marketing and the market driven enterprise to differentiate market.	C4 (Differentiate)	1, 3
	CLO3: Identify key stages of the market planning process in order to create marketing plans through development of key sections common to most plans.	C3 (Develop)	1, 3, 4
Course Description	Marketing in Changing World, Core marketing concepts, Creating Customer Value and Satisfaction, Strategic Planning and the Marketing Process, Micro and Macro Marketing Environment, Marketing Research and Information Systems, Consumer Markets and Consumer Buyer Behavior, Business Markets and Business Buyer Behavior, Marketing Segmentation, Targeting, and Positioning for Competitive Advantage Product and Services strategy, New Products Development and Product Life-Cycle Strategies, Pricing Products: Pricing Considerations and Approaches, Pricing Strategies, Distribution Channels and Logistics Management, Retailing and Wholesaling, Integrated Marketing Communication Strategy, Advertising, Sales Promotion and Public Relations, Personal Selling and Sales Management, Direct and Online Marketing, Competitive Strategies: Building Lasting Customer Relationships.		
Suggested Instructional/ Reading Material	<ol style="list-style-type: none"> 1. Kotler P., Armstrong G., Agnihotri P. Y., and Ehsan Ul Haque. 2017. Principles of Marketing: A South Asian Perspective. 13th Ed. Pearson Education, India. 2. Sharp B. 2018. Marketing: Theory, Evidence, Practice. 2nd ed. Oxford University Press. 		