

HAILEY COLLEGE OF COMMERCE
UNIVERSITY OF THE PUNJAB, LAHORE

Course Title: **Principle of Marketing**

Proposed Course Code: BSAF-203

Program: BS Accounting and Finance

Credit Hours: 03

Semester: 03

Course Objectives:

This course provides basic understanding of marketing and its relevance to the modern business enterprise. This course enables student to understand marketing process, marketing planning, marketing research, consumer markets and buying behavior, market segmentation, product mix, product planning and development, branding, price determination and strategies, retailing, promotional program, advertising and sales promotion.

Prerequisites:

1	Introduction to Business Environment
---	---

Text Books

1	Principles of Marketing 13th Edition (A South Asian Perspective) by Kotler, Armstrong, Agnihotri and Haque.
---	---

Teaching Methods: Lectures, discussions, presentations, quiz & assignments

Lecture Plan

Week	Contents	Learning Outcomes
1	Introduction to Marketing	Understanding core concepts of marketing. Describe the major trends and forces that are changing the marketplace in modern age.

2	Marketing Strategy	<p>Understanding how Marketing works with its partners to create and deliver customer value.</p> <ul style="list-style-type: none"> - Differentiating between micro and macro environmental factors.
3	Marketing Environment: Micro & Macro environment	<ul style="list-style-type: none"> - Understanding how changes in demographic and economic environment affect marketing decisions. - Understand the importance of information to the company.
4	Managing Marketing information	<ul style="list-style-type: none"> - Understand what marketing research is and why it is needed. - Defining the consumer market.
5	Consumer markets and consumer buying behavior	<ul style="list-style-type: none"> - Comprehending internal and external factors that influence consumer buyer behavior.
6	Market segmentation: Target market strategies and competitive advantage	<ul style="list-style-type: none"> - Understand the process of market segmentation, market targeting, differentiation and positioning.
7	New product development	<ul style="list-style-type: none"> - Understand the steps involved in new-product development.
8	<ul style="list-style-type: none"> - Product and services - Branding 	<ul style="list-style-type: none"> - Understanding concept of product and services - Understanding concept of branding and its application in marketing
9	Pricing Products, Understanding and Capturing Customer Value	<ul style="list-style-type: none"> - Understanding the concept of price. - Understanding the importance of price in today's fast changing environment.
10	Pricing strategies	<ul style="list-style-type: none"> - Understand major strategies for pricing imitative and new products.
11	Distribution channels	<ul style="list-style-type: none"> - Understanding what a distribution channel is.

12	Retailing and wholesaling	<ul style="list-style-type: none"> - Understanding the functions being performed by these channels. - Understand the role of retailers and wholesalers in the distribution channel.
13	Promotion mix	<ul style="list-style-type: none"> - Describe how the process of communication relates to effective promotion.
14	The global market place	<ul style="list-style-type: none"> - Shall be covered throughout the length of semester under aforementioned topics.
15	Revision and makeup	
16	Revision and makeup	