

HAILEY COLLEGE OF COMMERCE

UNIVERSITY OF THE PUNJAB, LAHORE

Course Title: Principles of Marketing
Course Code: BEC-206 Credit Hours: 03
Program: BS E-Commerce Semester: 03

1.0 Introduction of the Course (100-150 words)

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.

2.0 Pre-Requisites Course (s) or Other Requirements/Skills:

BEC-112 IT, Business, and Society

3.0 Course Learning Outcomes

1. Understanding marketing concepts relevant to modern day business
2. Develop ability to design and execute marketing strategy
3. Learning to use 4Ps of marketing

5.0 Course Contents:

Unit-I: Introduction

- 1.1 Marketing, its scope and core concepts
- 1.2 Major trends and forces that are changing the marketplace in modern age
- 1.3 Marketing strategy and its elements
- 1.4 Working with partners to create and deliver customer value

Unit-II: Marketing Environment

- 2.1 Micro and macro environmental factors
- 2.2 Understanding how changes in demographic and economic environment affect marketing decisions

Unit-III: Managing Marketing Information

- 3.1 Marketing information and importance of information to the company
- 3.2 Marketing research, its scope and value

Unit-IV: Consumer markets and behavior

- 4.1 Consumer markets and their functions
- 4.2 Consumer buying behavior, its elements, and relevance to marketing
- 4.3 Internal and external factors that influence consumer buyer behavior

Unit-V: Market Segmentation

5.1 Market segmentation, its relevance and importance

5.2 Market Targeting, progress and importance

5.3 Building competitive advantage through differentiation and positioning

Unit-VI: New product development

6.1 New product development, scope and process

6.2 Implications for marketing

Unit-VII: Branding

7.1 Concept of product and services in marketing

7.2 Branding and its application in marketing strategy

Unit-VIII: Pricing

8.1 Concept of pricing in marketing

8.2 Importance of price in today's fast changing environment

8.3 Major strategies for pricing imitative and new products.

Unit-IX: Distribution and its Channels

9.1 Distribution channels in marketing

9.2 Functions and organization of distribution channels

9.3 Retailing and wholesaling in distribution channels

Unit-X: Promotion Mix

10.1 Promotion in marketing

10.2 Communication process and effective promotion

10.3 Advertising and selling

10.4 Tools of promotion

Unit-XI: Digital Marketing

10.1 Digital marketing, media, and its relevance to modern market place

10.2 Tools of digital marketing

6.0 Teaching-Learning Strategies

Lectures, discussions, presentations, quiz & assignments

7.0 Assignments- Types and Number with calendar

8.0 Assessment and Examinations: As per University Rules

9.0 Textbooks

In the detail course outline, one may mention chapters of the textbook with the content topic(s).

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