

HAILEY COLLEGE OF COMMERCE

UNIVERSITY OF THE PUNJAB, LAHORE

Course Title: **Principles of Marketing**

Proposed Course Code: BSC-304

Credit Hours: 03

Program: BS Commerce

Semester: 5th**1.0 Introduction of the Course**

This course highlights the essentials of marketing process for contemporary business organizations. It enables the students to comprehend marketing theories and practices. Elements of the marketing mix and strategic marketing management topics will also be examined. It also helps learners to refine their skills and successfully manage marketing operations of a business.

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

Essentials of Business

Principles of Management

3.0 The Course carries following objectives:

1. provide complete and relevant knowledge about business marketing process including marketing mix (product, price, place and promotion).
2. introduce the participants to the basic concepts and principles of marketing and to provide an understanding of the marketing environment.
3. enable students to understand the prospects to become efficient marketer.
4. prepare students to develop creative and innovative business products, pricing strategies, location strategies, and promotion plans.
5. to perceive the importance and role of marketing for firms and how marketing activities of businesses are formulated and implemented.

4.0 Course Learning Outcomes

1. students will be able to understand basic marketing theories and practices.
2. students will be able to analyze business environment and role of marketing for firms and how marketing activities of businesses are formulated and implemented.
3. this course will develop marketing skills among students like development of products, pricing strategies, location strategies, and promotion strategies.
4. it will enable students to prepare and execute marketing plans and policies.

5.0 Course Contents:**Unit-I**

- 1.1 Creating and Capturing Customer Value, Understanding the Marketplace and Customer Needs, Designing a Customer-Driven Marketing Strategy, Preparing an Integrated Marketing Plan and Program

Unit-II

- 2.1 Building Customer Relationships, Capturing Value from Customers

Unit-III

- 3.1 Company and Marketing Strategy Partnering to Build Customer Relationships, Companywide Strategic Planning: Defining Marketing's Role, Designing the Business Portfolio
Planning Marketing: Partnering to Build Customer Relationships

Unit-IV

- 4.1 Marketing Strategy and the Marketing Mix, Managing the Marketing Effort

Unit-V

- 5.1 Analyzing the Marketing Environment, The Company's Microenvironment, The Company's Microenvironment, Responding to the Marketing Environment

Unit-VI

- 6.1 Customer-Driven Marketing Strategy Creating Value for Target Customers, Market Segmentation, Market Targeting, Differentiation and Positioning

Unit-VII

- 7.1 New-Product Development and Product Life-Cycle Strategies, New-Product Development Strategy, The New-Product Development Process, Managing New-Product Development, Product Life-Cycle Strategies, Additional Product and Service Considerations

Unit-VIII

- 8.1 Consumer Markets and Consumer Buyer Behavior, Model of Consumer Behavior, Characteristics Affecting Consumer Behavior, Types of Buying Decision Behavior, The Buyer Decision Process, The Buyer Decision Process for New Products

Unit-IX

- 9.1 Pricing, Customer Perceptions of Value, Company and Product Costs, Other Internal and External Considerations Affecting Price Decisions

Unit-X

- 10.1 Pricing Strategies, New-Product Pricing Strategies, Product Mix Pricing Strategies, Price Adjustment Strategies, Price Changes

Unit-XI

- 11.1 Promotion Strategies, Advertising and Public Relations, Direct Marketing Model, Online Marketing, Public Policy issues in Online Marketing

6.0 Teaching-Learning Strategies

- Lectures
- Discussions
- Case studies
- Projects and Term Papers
- Reading Assignments
- Classroom Presentations.

7.0 Assignments- Types and Number with calendar

- 1 – Review of contemporary marketing practices in Pakistan (after unit IV)
- 2 – Development of marketing strategies for a small business and for a large scale business (after unit X)

8.0 Assessment and Examinations:**9.0 Textbooks**

1. Kotler, P., Armstrong, G. and Lloyd, H. *Principles of Marketing*. New Jersey: Prentice Hall.

10. Suggested Readings**10.1 Books**

- Porral, C., and Stanton, J. *Principles of Marketing*. Essic Editorial.

10.2 Journal Articles/ Reports

1. Journal of Marketing Research
2. Harvard Business Review
3. Market Research Pakistan (Euromonitor International)
4. Pakistan Social Marketing Reports (Socialbakers Monthly Regional Reports)

Note:

1. It is preferable to use latest available editions of books. Mention the publisher and year of publication.
2. The References/ bibliography may be in accordance with the APA 7th Edition.