



University of Management and Technology

School of Business and Economics

Course Title: Marketing Management
Course Code: MK-525
Resource Person: Imran Sadiq
Department: Marketing

SBE Vision

SBE envisions its success in the sustainable contribution that it will make to the industry, academia and research in public and private sector. SBE will lead by providing professionally competent and ethically conscious human resources engaged in the global and local context to foster socio-economic growth and sustainability for the society. SBE envisages having faculty with high research potential and a deep desire for cutting edge research including collaboration with national and international partners.

SBE Mission

Being a research-oriented and student-centric business school, we emphasize research publications in impact journals as well as state-of -the-art learning methodologies. We will prepare our students to become the future ethical business leaders and the guiding post for the society, while equipping them with the knowledge and skills required by world-class professionals. We will be the leading choice for organizations seeking highly talented human resource. SBE will foster internationalization with key stakeholders and actively work to exchange best practices with business schools across Pakistan through collaborations, workshops, conferences and other means.

Program Objectives of MBA

- To hone participants' abilities through a well-developed and diversified program designed to equip graduates with essential leadership skills.
- To develop participants' expertise in order to increase their resourcefulness in better decision-making.
- To prepare participants for steering an organization through the difficult and turbulent global and domestic environment and enable the development of an implementable strategic business plan that not only addresses the financial but social and environmental issues as well.
- To produce students who have well-rounded entrepreneurial skills - who not only have great ideas, but can also make things happen by starting their own ventures.
- To enhance the proficiency of the students and groom them to deal with the complex business situations.

Course Objectives

Marketing provides the interface between the customer and the firm in which the customer has become pivotal to the success of business activities. The marketer role is to develop an understanding of the customer and then use a variety of tools to design, promote and deliver sustainable marketing strategies. New media i.e. digital is influencing consumers and businesses. Relationship building has become a major commitment for many organizations to retain customer loyalties. This course introduces marketing concepts/terminologies and strategic issues to the students from various perspectives. An opportunity to study several situations in which effective marketing strategies can be developed is provided through group discussion and case studies. The course is focused on equipping students with ethical marketing concepts with applications in both Pakistani and global context.

Learning Objectives

After completion of the course the students should be able:

1. To describe and explain concepts, terminologies and issues in strategic marketing.
2. To be able to use strategic marketing tools to design, promote and deliver sustainable marketing strategies.
3. To be able to understand the concepts of ethics in marketing and its application in business strategy.
4. To provide an understanding and appreciating role of marketing in managing a business hands on.
5. To be able to compete in Pakistan as well as in international markets.

Learning Outcomes

Participants must have good grasp on different cases and scenarios which are used during semester for participant's hands on experience.

Participants should also have ability to present with boldness and confidence.

Teaching Methodology (List methodologies used –example are given below)

Text book, Reading Material (newspaper and magazine articles etc.), Lectures Focus, Discussions, Class Activities, Project, Presentations, Case Study, Quizzes, Guest Speakers, Field Work etc.

STUDENTS ARE REQUIRED TO READ AND UNDERSTAND ALL ITEMS OUTLINED IN THE PARTICIPANT HANDBOOK

Class Policy:-

- **Be On Time**
You need to be at class at the assigned time. After 10 minutes past the assigned time, you will be marked absent.
- **Mobile Policy**
TURN OFF YOUR MOBILE PHONE! It is unprofessional to be texting or otherwise.
- **Email Policy**
READ YOUR EMAILS! You are responsible if you miss a deadline because you did not read your email. Participants should regularly check their university emails accounts regularly and respond accordingly.

- **Class Attendance Policy**

A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination. Being sick and going to weddings are absences and will not be counted as present. You have the opportunity to use 6 absences out of 30 classes. Participants with less than 80% of attendance in a course will be given grade 'F' (Fail) and will not be allowed to take end term exams. International students who will be leaving for visa during semester should not use any days off except for visa trip. Otherwise they could reach short attendance.

- **Withdraw Policy**

Students may withdraw from a course till the end of the 12th week of the semester. Consequently, grade W will be awarded to the student which shall have no impact on the calculation of the GPA of the student. A Student withdrawing after the 12th week shall be automatically awarded "F" grade which shall count in the GPA.

- **Moodle**

UMT –LMS (Moodle) is an Open Source Course Management System (CMS), also known as a learning Management System (LMS). Participants should regularly visit the course website on MOODLE Course Management system, and fully benefit from its capabilities. If you are facing any problem using moodle, visit <http://oit.umt.edu.pk/moodle>. For further query send your queries to moodle@umt.edu.pk

- **Harassment Policy**

Sexual or any other harassment is prohibited and is constituted as punishable offence. Sexual or any other harassment of any participant will not be tolerated. All actions categorized as sexual or any other harassment when done physically or verbally would also be considered as sexual harassment when done using electronic media such as computers, mobiles, internet, emails etc.

- **Use of Unfair Means/Honesty Policy**

Any participant found using unfair means or assisting another participant during a class test/quiz, assignments or examination would be liable to disciplinary action.

- **Plagiarism Policy**

All students are required to attach a "Turnitin" report on every assignment, big or small. Any student who attempts to bypass "Turnitin" will receive "F" grade which will count towards the CGPA. The participants submit the plagiarism report to the resource person with every assignment, report, project, thesis etc. If student attempts to cheat "Turnitin", he/she will receive a second "F" that will count towards the CGPA. There are special rules on plagiarism for final reports etc. all outlined in your handbook.

- **Communication of Results**

The results of quizzes, midterms and assignments are communicated to the participants during the semester and answer books are returned to them. It is the responsibility of the course instructor to keep the participants informed about his/her progress during the semester. The course instructor will inform a participant at least one week before the final examination related to his or her performance in the course.

Course Outline

Course code: **MK-525**

Course title: **Marketing Management**

Program	Graduate
Credit Hours	3
Duration	15-weeks
Prerequisites (If any)	Principles of Marketing
Resource Person Name and Email	Imran Sadiq Imran.sadiq@umt.edu.pk
Counseling Timing (Room# 08)	Office: 3N-01
Contact no.	0305-4440646
Web Links:- (Face book, Linked In, Google Groups, Other platforms)	

Chairman/Director Program signature.....Date.....

Dean's signature.....Date.....

Grade Evaluation Criteria

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

Marks Evaluation	Marks in percentage
Quizzes	10%
Assignments	10%
Mid Term	20%
Case Study	10%
Project	10%
Presentations	10%
Final exam	30%
Total	100%

Recommended Text Books:

Marketing Management 16th Edition (A South Asian Perspective) by Philip Kotler & Kevin Lane Keller

Reference Books:

www.brandweek.com

www.adage.com

www.adcritic.com

www.did-it.com

www.emarketer.com/how2/welcome.html

www.cognitiave.com

www.wilsonweb.com/articles

www.quickmba.com

www.atkinson.yorku.ca

Course: -----

-Course code: -----Book: -----

No	Topics to be covered in the course	Learning Objective of this topic	Expected Outcomes from Students	Teaching Method	Assessment Criteria	Deadlines and Homework
1	Defining Marketing For The 21 st Century.	Why is Marketing important? What is the scope of Marketing? Some fundamental Marketing Concepts, How Marketing Management changed.	Understanding the fundamental concepts of Marketing Management	Lecture Discussion	n/a	n/a
2	Developing Marketing Strategies and Plans	How can you define Value? Companies Mission and Vision The fundamental difference between Tactics and Strategies	Participants should understand the basic difference between Mission and Vision and how to apply different Strategies	Lecture Case:	Assignment: Pakistan SWOT/PEST	1-week
3	Identifying Market Segments and Targets	What is the Segmentation process? What is the Targeting process? What is the Differentiation process? What is the Positioning Process?	How to launch a product or service into the local as well as international markets using STP effectively	Lecture Discussion	Hands On Class Activity Schools	1-week
4	Creating Customer Value, Satisfaction & Loyalty	How the Customer value and Loyalty programs lead to lifetime Value? How to apply CRM to add customers for lifetime?	Understanding the definition of value and the importance of CRM applications	Lecture Discussion Case	Quiz: Chapter 2	1-week
5	Analysing Consumer Markets	What is the role of Culture, Sub-Culture, Social Classes and Social Factors on Consumer Behavior? What is the role of Personality, Motivation, Perception and Learning on Consumer Behavior?	Applying Consumer Behavior model based on Culture and different Attributes	Lecture Discussion Class Activity	Assignment: Motivation and Learning	1-week
6	Conducting Marketing Research	What are the different types of Research? What is the difference between Quantitative and Qualitative Research and different tools used?	Understanding the fundamentals of Research	Lecture Discussion	Quiz: Chapter 4	1-week

7	Dealing with Competition	What is the role of Market Leader? What is the role of Market Challenger? What is the role of Market Follower? What is the role of Market Nicher?	Understanding competition and the role of Market Leader, Challenger, Follower and Nicher in their respective roles	Lecture Discussion Case		1-week
8	MID				MID-TERM	
9	Analysing Business Markets	What is the business market, and how does it differ from the consumer market? Who participates in the business-to-business buying process?	Understanding the basic difference between Consumer Markets and Business Markets	Lecture Discussion Case	Class Activity	
10	Crafting the Brand Positioning & Creating Brand Equity	What is the definition of Brand? What is the Brand Equity? What is the Brand Promise? What is the Brand Mantra?	To create the Brand using different marketing tools	Lecture Discussion Case	Case Analysis	1-week
11	Setting Product Strategy	What is the Product? What are the 5 Product Levels? What is the Consumer Goods Classification? What is the Product differentiation?	Understanding why some products are in the market for many years and some products don't even last few months	Lecture Discussion	Assignment: Why Brand Fail?	1-week
12	Designing and Managing Services	How do we define and classify services and how do they differ from goods? What are the new services realities? How can we achieve excellence in services marketing?	Understanding the basic difference between Services and Products and how do they differ?	Lecture Discussion Case	Class Activity: Distinctive Characteristics of Services	
13	Developing Pricing Strategies & Programs	What is Consumer Psychology and Pricing? What are the different steps in Setting Prices? What are the different Promotional Pricing Tactics?	The importance of Pricing and how to implement different Pricing Strategies?	Lecture Discussion		1-week

14	Designing & Managing Integrated Marketing Communications	What is the Role of Marketing Communication? What are the different Modes of Marketing Communication Mix and its Factors?	Where to use Advertising, Sales Promotion, Events & Experiences, Public Relations, Direct Marketing, Interactive Marketing, Word of Mouth and Personal Selling?	Lecture Discussion	Assignment: Video Presentations	1-week
15	Project Presentations					