



# University of Management and Technology

## School of Business and Economics

Course Title: Marketing Management  
Course Code: MK-320  
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

The SBE objectives specify the intellectual and behavioral competencies that graduates should possess and that provide a foundation for their future professional and personal development and success. Learning goals are general statements, so a number of measurable program objectives are also established for each goal.

#### **1. Critical Thinking and Decision Making**

**Learning Outcome:** Graduates must be able to use analytical and reflective thinking techniques to identify and analyze problems, develop viable alternatives, make effective decisions and apply appropriate quantitative and qualitative techniques in solving business problems.

## **2. Effective Communication Skills**

**Learning Outcome:** Graduates must be able to draft effective business documents and prepare and deliver effective oral business presentations using a variety of appropriate technologies.

## **3. Ethics and Sustainability**

**Learning Outcome:** Graduates must be able to identify and analyze ethical conflicts and sustainability issues involving different stakeholders in order to develop viable alternatives and make effective decisions relating to business ethics and sustainability.

## **4. Core Business Knowledge and Competence**

**Learning Outcome:** Graduates must be able to demonstrate competency in the underlying concepts, theory and tools taught in the core undergraduate curriculum.

## **5. Effective Teamwork and Leadership Skills**

**Learning Outcome:** Graduates must be able to work effectively in teams and understand group processes, leadership, conflict, power and culture in organizations.

## **6. Industry Focus**

**Learning Outcome:** Graduates must be able to understand the dynamics of local industry and understand business as an integrated system and apply strategic planning tools to coordinate among the functional areas.

## **7. Global Perspective (Internationalization)**

**Learning Outcome:** Graduates must be able to identify and analyze relevant global factors that influence decision-making and develop viable alternatives and make effective decisions in an international business setting.

### **Course Objectives**

The course is designed to enable you to develop an appreciation of the role of marketing and the management of marketing functions in the modern organization. The course will focus on what being "market oriented" means, in practice, to organizations operating in both the commercial and public sectors. The course helps you to understand the challenges of marketing management in manufacturing and service industries: analyzing marketing environments; evaluating strategic alternatives and designing and implementing marketing programs involving decisions about products/services, pricing, distribution and promotion.

Marketing Management Specific Objectives include:

- To develop knowledge and understanding of key theories, concepts and models in marketing to guide the development and execution of marketing plan and strategies.
- To develop the skills to critically analyze marketing situations facing organizations.
- To develop sustainable marketing strategies to compete in local and global markets.
- To develop competitive strategies within ethical frameworks.
- To identify and address critical market issues.

### **Learning Objectives**

After studying this course the participants should be able:

1. To provide an understanding of and appreciation for the role of marketing in managing a business in Pakistan or internationally.
2. To share his/her experience of the concepts and skills utilized by today's marketing managers.
3. To describe the major elements of marketing process, including the influence of external and internal environments on marketing, marketing research, consumer behavior, market segmentation, product strategy, distribution strategy, promotion strategy, pricing strategy, and positioning strategy as well as society.
4. To understand the advances in information technology in local and international context that is shaping new marketing opportunities and strategies.
5. To understand the increasingly intense competition that is affecting the national and international markets.
6. To develop sustainable marketing strategies with ethical frameworks.

### **Learning Outcomes**

Participants must have good grasp on basic concepts and should be able to apply it on various case studies and business sc.

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 wedding, 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](mailto: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-320

Course title: Marketing Management

Program	Undergraduate
Credit Hours	3
Duration	15-weeks
Prerequisites (If any)	Introduction to Business, Principles of Marketing, Principles of Management
Resource Person Name and Email	Imran Sadiq Imran.sadiq@umt.edu.pk
Counseling Timing (Room# 3 N -01)	Office:
Contact no.	0305-4440646

Web Links:- (Face book, Linked In, Google Groups, Other platforms)	
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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.

<b>Marks Evaluation</b>	<b>Marks in percentage</b>
Quizzes	10%
Assignments	10%
Mid Term	20%
Case	10%
Project	10%
Presentations	10%
Final exam	30%
Total	<b>100%</b>

**Recommended Text Books:**

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

**Reference Books:**

- [www.brandweek.com](http://www.brandweek.com)
- [www.adage.com](http://www.adage.com)
- [www.adcritic.com](http://www.adcritic.com)
- [www.did-it.com](http://www.did-it.com)
- [www.emarketer.com/how2/welcome.html](http://www.emarketer.com/how2/welcome.html)
- [www.cognitiative.com](http://www.cognitiative.com)
- [www.wilsonweb.com/articles](http://www.wilsonweb.com/articles)
- [www.quickmba.com](http://www.quickmba.com)
- [www.atkinson.yorku.ca](http://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 <sup>st</sup> Century.	Why is Marketing important? What is the scope of Marketing? Some fundamental Marketing Concepts, How Marketing Management changed. What are the tasks necessary for successful Marketing Management?	Understand the concept and dynamic of marketing management	Lecture Discussion	n/a	n/a
2	Developing Marketing Strategies and Plans	How does the Marketing affect customer Value? How is the Strategic Planning carried out at different levels of the organization? What does Marketing plan include? How sustainability is an important part of company's strategic focus?	Participants should understand the strategic planning process and its components	Lecture Case: Aflac	Asg#1: SWOT Analysis	1-week
3	Identifying Market Segments and Targets	Different levels of market segmentation & requirements of effective segmentation? How companies divide a market into segments? How companies choose the most attractive target markets?	Knowing types of segmentations and perceptual positioning map and analyzing how to position local brands vs. international brands in international markets	Lecture Discussion	Asg#2: Perceptual Mapping of International Brands	1-week

4	Creating Customer Value, Satisfaction & Loyalty	<p>Customer value, satisfaction and loyalty and how can companies deliver them?</p> <p>What is the lifetime value of customers and how can marketers maximize it?</p> <p>How can companies cultivate strong customer relationship?</p> <p>How can companies both attract and retain customers?</p> <p>What is database Marketing?</p>	<p>Understanding the concept of value and satisfaction.</p> <p>Understanding the value drivers for major international markets</p>	<p>Lecture</p> <p>Discussion</p> <p>Case: Build A Bear</p>	<p>Asg#3: Value Proposition</p> <p>Quiz # 1: Segmentation, Strategies &amp; Plans</p>	1-week
5	Analysing Consumer Markets	<p>How do consumer characteristics influence buying behavior &amp; major psychological processes influence consumer Responses to the marketing program?</p> <p>How do consumers make purchasing decisions?</p> <p>How do marketers analyse consumer decision making?</p>	<p>5-steps of buyer decision process</p> <p>Consumer Behavior and its model</p>	<p>Lecture</p> <p>Discussion</p> <p>Class Activity</p>	<p>Asg#4: Personality and consumer behavior</p>	1-week
6	Gathering the information and scanning environment	<p>What are the Components of Modern Marketing Environment?</p> <p>What is included in marketing intelligence system?</p> <p>Identify the key methods for tracking and identifying opportunities in the macro environment?</p>	<p>Knowledge of marketing environment</p> <p>Understanding marketing intelligence systems</p>	<p>Lecture</p> <p>Discussion</p>	<p>Quiz # 2: Consumer Markets &amp; Value</p>	1-week



		What marketing measures can be taken to achieve sustainability?				
7	Dealing with Competition	How do marketers identify competitors?  How should we analyze competitor strategies, objectives, strengths, weaknesses?  How to devise a competitive market strategy within ethical frameworks?	Understanding competition and its dynamics and learning how to deal with it	Lecture Discussion Case: Dealing with Competition: Classic Coke	Quiz # 3: Environment  Asg#5: Market Challenger Strategies & Ethics	1-week
8	MID				MID-TERM	
9	Crafting the Brand Positioning & Creating Brand Equity	How can a firm choose and communicate an effective positioning in the market & how brands are differentiated?  How can companies use packaging, labelling, warranties and guarantees as marketing tools?	To be able to understand and draft various brand's positioning  Learning ways of creating brand equity  Green Marketing	Lecture Discussion Case: Keeping loyal customers: Harley Davidson	Case Analysis	1-week
10	Setting Product Strategy	Product characteristics & classification?  What are the characteristics of products and how do marketers classify products?  How companies differentiate	Understanding types of products, its various dynamics and strategic tools	Class Activity: Branding  Lecture	Asg#6: Brands' strategic orientation	1-week

		products? Companies' product mix and product line?		Discussion		
11	Developing Pricing Strategies & Programs	How do consumers process and evaluate prices? How should a company set prices initially for products or services? When should company initiate a price change? How should a company respond to a competitor's price change?	Understanding price & market dynamics Strategies to set up price Influence of price on brand perception	Lecture Discussion Case: Pricing fake products – an ethical dilemma	Asg#7: Pricing new products	1-week
12	Designing and Managing Value Networks and Channels & Managing Retailing, Wholesaling & Logistics	The students need to recognize the importance of designing marketing channel system and value network & the work that the marketing channel performs? What decisions do companies face in managing their channels and channel conflict? What are the key issues with e-commerce?	Retail transformation & trends Global Retail influence Understanding value chain	Lecture Class Activity: Retail Visit – Group Activity	Quiz # 4: Product & Pricing	1-week
13	Designing & Managing Integrated Marketing Communications	Role of Marketing Communications? What are the guidelines for effective marketing communication mix? How can companies exploit the potential of integrated marketing	Managing Mass Communications: Advertising, Sales Promotions, Events and Public Relations.	Lecture Discussion Article: Qatar Airways		1-week

		communication?				
14	Tapping into International Markets – Global Perspective	<p>What factors should a company consider before going abroad?</p> <p>How can companies evaluate and select specific foreign markets to enter?</p> <p>What are the major ways of entering foreign markets?</p> <p>How should a company manage its 4Ps in a global market?</p>	Global marketing strategies	<p>Lecture</p> <p>Discussion</p> <p>Article: McDonalds communication</p>	Quiz # 5: IMC	
15	Presentations					