



# University of Management and Technology

## **School of Business and Economics**

Course Title: Principles of Marketing  
Course Code: MK-210  
Resource Person: Dr Yasir Rashid  
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**

UMT offers four-year undergraduate degree programs in a wide range of disciplines. The undergraduate courses at UMT serve as the foundation of higher education degrees. The course work includes a general cluster of knowledge which promotes a well rounded education. Thus, the student is exposed to a variety of areas, not just their chosen field of study. UMT is considered one of the top universities for undergraduate programs in Pakistan.

## **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's role is to develop an understanding of the customer and then use a variety of tools to design, promote and deliver attractive value packages. 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 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.

## **Learning Objectives**

After completion of the course the students should be able:

1. To describe fundamental concepts, terminologies and issues in marketing.
2. To understand the role of marketing strategy in managing the business.
3. To understand the role and effect of external environment on marketing activities
4. To understand and apply marketing research skills in order to gain customer insights for effective marketing
5. To understand and apply Product, Price and Promotion Strategies.
6. To understand the role of ethics in marketing activities

## **Learning Outcomes**

Participants must have good grasp on basic concepts and should be able to apply it on almost any brand. Participants should also have ability to present with boldness and confidence.

## **Teaching Methodology (List methodologies used -example are given below)**

Text book, handout/course-pack, reading materials (newspaper and magazine articles etc.), discussions, class activities, presentations, skill development exercises, quizzes 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](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-210 .

Course title: Principles of Marketing

Program	Undergraduate
Credit Hours	3
Duration	15-weeks
Prerequisites (If any)	Nil
Resource Person Name and Email	Dr Yasir Rashid CoD, Marketing Department Yasir.rashid@umt.edu.pk
Counseling Timing (Room# 3N-2 )	24/7 via email 9-6 via whatsapp from Mon – Fri Physical Meeting : By Appointment via Email
Contact no.	0307- 4447804 for whatsapp only
Web Links:- (Face book, Linked In, Google Groups, Other platforms)	Youtube Channel Name: Professor Online

**Chairman/Director Programme signature.....Date.....**

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

## **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	0%
Assignments/ Activities	50%
Mid Term Exam	20%
Project	0%
<u>Final exam</u>	<u>30%</u>
Total	100%

### **Recommended Text Books:**

Principles of Marketing, 17<sup>th</sup> Edition by Kotler, Armstrong, 2018.

\*This course requires every student to purchase or access book

### **Other Resources:**

Week	Chapter	Learning Objective	Learning Outcomes	Teaching Method	Assessment Criteria	Deadline
1	Introduction to the Course Course Outline Explanation Course Expectations Assessments			Online before Class: Lecture  In Class: Discussion/ Assessment	None	
2	Chapter 1: Marketing: Creating Customer Value and Engagement	To describe fundamental concepts, terminologies and issues in marketing.		Online before Class: Lecture  In Class: Discussion/ Assessment	Activity 1	
3	Chapter 2:  Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships  Chapter 7:  Customer Value-Driven Marketing Strategy: Creating Value for Target Customers	To understand the role of marketing strategy in managing the business.		Online before Class: Lecture  In Class: Discussion/ Assessment	Activity 2	TBA
4	Chapter 3:  Analysing the Marketing Environment	To understand the role and effect of external environment on marketing activities		Online before Class: Lecture  In Class: Discussion/ Assessment	Activity 3	TBA

5	Chapter 4: Managing Marketing Information to Gain Customer Insights	To understand and apply marketing research skills in order to gain customer insights for effective marketing		Online before Class: Lecture  In Class: Discussion/ Assessment	Activity 4	TBA
6	Chapter 5 and 6: Consumer Markets and Buyer Behaviour  Business Customers	To understand and apply marketing research skills in order to gain customer insights for effective marketing  To understand and apply marketing research skills in order to gain customer insights for effective marketing		Online before Class: Lecture  In Class: Discussion/ Assessment	Activity 5	TBA
7	Revision				None	TBA
8	MID Term Exam				MID-TERM Exam	Week 08
9	Chapter 8 Products, Services, and Brands: Building Customer Value  Chapter 9: Developing New Products and Managing the Product Life Cycle	To understand and apply Product Strategies in order to create and effective offering		Online before Class: Lecture  In Class: Discussion/ Assessment	Activity 6	TBA
10	Chapter 10: Pricing: Understanding and Capturing Customer Value	To understand and apply Pricing Strategies in order to		Online before Class: Lecture	Activity 7	TBA



	Chapter 11: Pricing Strategies: Additional Considerations	create demand for the offering.		In Class: Discussion/ Assessment		
11	Chapter 12 and 13  Retailing	To understand and apply Promotion Strategies in order to create desire for the offering		Online before Class: Lecture  In Class: Discussion/ Assessment	Activity 8	TBA
12	Chapter 14  Engaging Consumers and Communicating Customer Value: Integrated Marketing Communication Strategy  Chapter 15  Advertising and Public Relations	To understand and apply effective selling techniques		Online before Class: Lecture	Activity 9	TBA
13	Ch-17: Direct, Online, Social Media, and Mobile Marketing	To integrate Digital Marketing along with tradition marketing activities.		Online before Class: Lecture  In Class: Discussion/ Assessment	Activity 10	
14	Chapter 20: Sustainable Marketing: Social Responsibility and Ethics	To understand the role of ethics in marketing activities		In Class: Discussion/ Assessment	None	
15	Revision					Exam Week