



University of Management and Technology
Course Outline
Marketing Management (MK 320)

Instructor	
Office No.	
Office Hours	
Email	
Telephone	
Course URL (If any)	

COURSE BASICS				
Credit Hours	Three (3)			
LECTURES	Lectures per week	Two (2)	Duration	90 minutes each
Venue				
TUTORIALS	Sessions per week		Duration	
Venue				

COURSE DISTRIBUTION	
Core	
Elective	
Prerequisite (s)	

COURSE DESCRIPTION
<p>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 management concepts/terminologies and strategic issues to the students from various perspectives. An opportunity to study several situations in which effective marketing management strategies can be developed and insight 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.</p>

COURSE OBJECTIVES (COs)	
CO-1	To enable the students to explain different terminologies and concepts related to Marketing Management.
CO-2	To sharpen skills for critical analytical thinking, strategy and effective communication.
CO-3	To introduce students to marketing strategy formulation and to the elements of marketing analysis.
CO-4	To enable the students to analyze customer, competitors and Product portfolios. To make analysis of company's strategic position.
CO-5	To familiarize students with the elements of the marketing mix (product strategy, pricing adjustments, advertising, promotion, and distribution).

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CO-6	To enhance problem solving and decision-making abilities in these operational areas of marketing; and to provide students with a forum (both written and verbal) for presenting and defending their own recommendations
CO-7	To critically examining and discuss the recommendations of others for best strategic moves.
CO-8	To gain tools and techniques to engage audiences and inspire action in today's complex, multichannel landscape.

COURSE LEARNING OUTCOMES (CLOs) --- After taking this course, students should be able:	
CLO-1	To understand marketing management concepts and its importance and to analyze "value", customer perception and strategic planning.
CLO-2	To understand different market segmentation techniques and choosing the most profitable as target market and to understand the role and effects of external environment on marketing activities.
CLO-3	To understand Customer value, satisfaction and loyalty and how marketers can create customer loyalty.
CLO-4	Identifying consumer characteristics that influences the buying behavior and consumer Responses.
CLO-5	To know how to choose and communicate an effective positioning in the market and to analyze the impact of brand equity and brands create it.
CLO-6	To get to know about product characteristics and its classification and how companies differentiate their products from competing brands.
CLO-7	To understand how a company should set prices initially for its products or services. When to initiate price change and when to respond to a competitor's price change.
CLO-8	To recognize the importance of designing marketing channel system, retailing and wholesaling (to select best channels for customer convenience)
CLO-9	To understand the role of Marketing Communication and to grasp the strategies for effective marketing communication mix.
CLO-10	To understand the role of ethics in marketing activities and to know about different advertisement and promotion strategies. Students will learn to promote their projects/business, and to develop marketing strategies keeping in mind existing competition

PROGRAMME OBJECTIVES - BBA	
PO-1	Critical Thinking and Decision Making
PO-2	Effective Communication Skills
PO-3	Ethics and Sustainability
PO-4	Core Business Knowledge and Competence
PO-5	Effective Teamwork and Leadership Skills
PO-6	Industry Focus
PO-7	Global Perspective (Internationalization)

PROGRAMME LEARNING OUTCOMES (PLOs) – BBA	
PLO-1	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.
PLO-2	Graduates must be able to draft effective business documents and prepare and deliver effective oral business presentations using a variety of appropriate technologies.

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PLO-3	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.
PLO-4	Graduates must be able to demonstrate competency in the underlying concepts, theory and tools taught in the core undergraduate curriculum
PLO-5	Graduates must be able to work effectively in teams and understand group processes, leadership, conflict, power and culture in organizations
PLO-6	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
PLO-7	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.

GRADING BREAKUP AND POLICY	
Quizzes / Class Activities	30
Assignments	20
Mid Term	20
End-Term	20
Presentations	<u>10</u>

EXAMINATION DETAILS	
Midterm Exam	Yes/No: Yes Duration: 80 minutes Exam Specifications: MCQs
Final Exam	Yes/No: Yes Exam Specifications: Conceptual application.

DELIVERY METHOD (S)	
Method	Application
Case Studies	Yes
Film and Video clips	Yes
Journal Article Reviews	NA
Project based learning	Yes
Applied Projects	Yes
Guest Speakers	Yes
Skills Development Exercises	Yes

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COURSE CONTENT AND DELIVERY METHOD				
Sr. No	Topics	Application (Course Learning Outcomes achieved through this topic)	Application (Course objective achieved through this topic)	Assessment Item (Used for this topic)
1	Defining Marketing For The 21 st Century. Importance and scope of Marketing. Discussion on Course outline	CLO-1	CO-1, CO-2	
2	Some fundamental Marketing Concepts, How Marketing Management changed. How does the Marketing affect customer Value? Discussion on Project Outline.	CLO-1	CO-1, CO-2 PO-4 PO-5	
3	Identifying Market Segments and Targets. Different levels of market segmentation & requirements of effective segmentation? How companies divide a market into segments?	CLO-2	CO-3, CO-4 & CO-5	Assignment 1
4	Creating and delivering Customer Value, satisfaction and loyalty. What is the lifetime value of customers and how can marketers maximize it? How can companies cultivate strong customer relationship? How can companies both attract and retain customers?	CLO-3	CO-3 PO-4	
5	Analyzing Consumer Markets & Globalization How do consumer characteristics influence buying behavior & major psychological processes influence consumer Responses to the marketing program?	CLO-4	PO-1	
6	Crafting the Brand Positioning How can a firm choose and communicate an effective positioning in the market & how brands are differentiated.	CLO-5	PO-4	

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Sr. No	Topics	Application (Course Learning Outcomes achieved through this topic)	Application (Course objective achieved through this topic)	Assessment Item (Used for this topic)
7	Creating Brand Equity Neuro Marketing How brands create brand Equity	CLO-6	PO-6	
8	Mid Term			Mid Term Exam
9	Setting Product Strategy Product characteristics & classification How companies differentiate products?	CLO-6	PO-1	
10	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?	CLO-7	CO-8	Quiz/ Case # 2
11	Designing and Managing Value Networks and Channels. The students need to recognize the importance of designing marketing channel system	CLO-8	PLO-6	Group Assignment # 3
12	Managing Retailing, Wholesaling Why companies choose different marketing channels and how these marketing channels perform?	CLO-8	PLO-4	
13	Designing & Managing Integrated Marketing Communications Role of Marketing Communication. What are the guidelines for effective marketing communication mix?	CLO-9	CO-7 & CO-8 PO-7	
14	Managing Mass Communications: What steps are required in developing an advertising program? How should sales promotion decisions be made? What are the guidelines for effective brand-building events and experiences?-----Presentation	CLO-10	CO-6 & CO-7 PO-2	
15	Sales Promotions, Events Public Relations. Service Marketing----- Presentation	CLO-10	PO-5, CO-6 & CO-7	Final Term Exam



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RECOMMENDED / REFERENCE BOOK (S) / LIST OF READING MATERIALS

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

Basic Marketing (1st Edition) by Salman Zaheer

Blue Ocean Strategy by Renée Mauborgne and W. Chan Kim.

WEB RESOURCES

www.brandweek.com

www.adage.com

www.adcritic.com

www.did-it.com

www.emarketer.com/how2/welcome.html

www.cognitative.com

www.wilsonweb.com/articles

ACADEMIC RESPONSIBILITY POLICY STATEMENT (UMT)

As a member in the academic community of University of Management and Technology (UMT), it imposes on students, faculty members, and administrators an obligation to respect the dignity of others, to acknowledge their right to express differing opinions, and to foster and defend intellectual honesty, in instruction and counseling, and expression on and off campus. In addition, faculty are responsible for but not limited to policies and procedures defined in board policies, administrative regulations, and the employment contract. Students are entitled to an atmosphere conducive to learning and to fair treatment in all aspects of the faculty-students relationship.

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Quality Check:

Conform to Approved Curriculum:

Remarks: