



Course Code:	MK210
Course Title:	Principles of Marketing

Resource Person:	
Email:	
Contact Hours:	
Office Address:	
Programme:	
Section	
Semester:	
Course Pre-requisites:	
Credit Hours:	
Course Type:	
Venue/Day/Time:	
Course URL (if any):	

Course Description:
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.

Course Teaching Methodology:
Students will learn through experiential learning. Text book, handout/course-pack, reading materials (newspaper and magazine articles etc.), discussions, class activities, presentations, skill development exercises, quizzes etc are the main methodology tools.



University of Management and Technology

Programme Educational Objectives (PEOs):	
PEO-1	Critical Thinking and Decision Making
PEO-2	Effective Communication Skills
PEO-3	Ethics and Sustainability
PEO-4	Core Business Knowledge and Competence
PEO-5	Effective Teamwork and Leadership Skills
PEO-6	Industry Focus
PEO-7	Global Perspective (Internationalization)

Programme Learning Outcomes (PLOs): After completing this degree programme, students shall be able to:		
		Mapping the PLOs
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.	PEO-1,3,5
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.	PEO-2
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.	PEO-1,2
PLO-4	Graduates must be able to demonstrate competency in the underlying concepts, theory and tools taught in the core undergraduate curriculum	PEO-6
PLO-5	Graduates must be able to work effectively in teams and understand group processes, leadership, conflict, power and culture in organizations	PEO-2,4
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	PEO-1,3
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.	PEO-7

Course Objectives (COs)	
CO-1	1. To understand how organizations identify consumers and their needs and wants.
CO-2	2. To learn how companies make marketing decisions on the basis of 'marketing mix' (product, price, place and promotion).
CO-3	3. To study how brands meet requirements of home consumers to international buyers while knowing the ethics and legal environment.
CO-4	4. To provide knowledge of key marketing terminologies and apply it to solve marketing problems.



University of Management and Technology

Course Learning Outcomes (CLOs):After completing this course, students shall be able to:		
		Mapping the CLOs with PLOs
CLO-1	Understanding of basic concepts and terms of marketing	PLO1, PLO-7
CLO-2	Grip on 4Ps (Product, Price, Place and Promotion) and able to divide consumer segments and able to positioning in market	PLO3, PLO6
CLO-3	Awareness of impact of cultural factors on consumers and implications for brands	PLO5
CLO-4	Able to apply knowledge of new product development steps and PLC (Product Life Cycle) in launching new product	PLO2, PLO4,

Assurance of Learning and Assessment Items: <i>Specify Assessment Items that will assure student learning through application and achieve objectives of specific PLOs / COs / CLOs</i>	
Assessment Item	Application/ Objectives PLO / CO / CLO
Assignments	PLO-3,4,6; CO-1,2,3; CLO-1,2,3,4
Class Activities / Quizzes	PLO-1,3,4,6; CO-1,3; CLO-2,3,4
Mid-term exam	Most of stated PLOs, COs, and CLOs
Presentation	PLO-2,3,4,5,6 CO-1,2,3 CLO-2,3,4
Final examination	Most of stated PLOs, COs, and CLOs

Assessment Structure and Grading Policy*:		
Assessment Item	Weight (%)	Execution Plan
Assignments	20%	2 assignments
Class Activities / Quizzes	20%	4 activities and 1 quiz for n-1
Presentations	10%	One-time assessment
Mid-term exam	20%	One-time assessment
Final examination	30%	One-time assessment
Total	100	

Notes – Norms and Important Class Policies:
(such as submission guidelines, academic honesty, make-up policy, code of conduct)

Class Policy:
You are required to be in class at the assigned time. If you arrive more than ten minutes late, you will be marked absent.

Mobile Policy:
Switch off your mobile phones while in class.



University of Management and Technology

Email Policy:

You will be responsible if you miss a deadline because you did not read your email. Participants should regularly check their University email account.

Class Attendance Policy:

A minimum 80% attendance is required for a participant to be eligible to sit in the final examination. Reporting sick and attending family functions (such as a wedding) will be considered as absent. Participants with less than 80% attendance in a course will be given grade 'F' (Fail) and will not be allowed to take the final exam. An 'F' grade will negatively impact student's CGPA.

Withdrawal Policy:

Students may withdraw from a course till the end of the 12th week of the semester. In such a case, a grade 'W' will be awarded. A 'W' grade will not impact student's CGPA. A student withdrawing after the 12th week will be awarded 'F' grade, which will negatively impact CGPA.

Harassment Policy:

Sexual or any other form of harassment through physical, verbal or electronic (mobile, email, etc.) means is constituted as punishable offence. Such actions will not be tolerated.

Use of Unfair Means/Honesty Policy:

Any participant found using unfair means or assisting another participant during a class test, quiz, assignment, examination, etc. will be liable for strict disciplinary action.

Plagiarism Policy:

Plagiarism is defined as the practice of taking someone else's work or ideas and passing them off as one's own. The participants will submit the plagiarism report to the resource person with every assignment, report, project, thesis, etc. A participant who fails to submit the 'Turnitin' report will receive 'F' grade that will count towards CGPA. If participants attempt to cheat 'Turnitin,' they will receive an additional 'F' that will count towards their CGPA. Look up the Student Handbook for further information on rules and regulations regarding plagiarism while submitting final report and other documents.

NOTE: STUDENTS ARE REQUIRED TO READ AND UNDERSTAND ALL ITEMS OUTLINED IN THE STUDENT HANDBOOK.

**Rubrics for all assessments (including mid and final exams) will be provided separately to the students.*

Weekly Sessions Plan:

Week	Topics / Contents	Activity	Application/Objectives PLO / CO / CLO
1	Introduction to the Course; Course Outline Explanation; Course Expectations Topic: Introduction to Marketing	Class lecture + discussion	PLO1; CO-1; CLO-1
2	Topic: Segmenting, Targeting and Positioning	Class lecture + discussion + Assignment	PLO-3,6; CO-2, CLO-2
3	Topic: Consumer Behaviour	Discussion Question write up	PLO-1,5, CO-3; CLO-3
4	Topic: Products and Brands	Class lecture + discussion + Assignment	PLO-3,6; CO-4; CLO-4
5	Topic: New Product and PLC	Class lecture + discussion + Activity	PLO-3,6; CO-4; CLO-4



University of Management and Technology

6	Topic: Pricing	Activity with write up	PLO-1,5; CO-1,3; CLO-1
7	Revision	Class lecture + discussion	Various
8	MID-TERM EXAM		
9	Topic: Promotion	Assignment	PLO6, CO-1,3; CLO-3
10	Topic: Distribution	Activity	PLO-3,6, CO-1,3; CLO-2,4
11	Topic: Environment	Activity	PLO-3,6; CO-1,3; CLO-2,4
12	Topic: Ethics	Project Discussion	PLO-3; CO-3
13	Presentations	Presentation	PLO-2,4, CO-1,3; CLO-4
14	Presentations	Presentation	PLO-2,4, CO-1,3; CLO-4
15	Revision		Various
16	FINAL EXAM		

Primary Text Book (s):

Basic Marketing, 1st Edition by Salman Zaheer, (2021).

<https://archive.org/details/basic-marketing-2020>

Principles of Marketing 13th Edt. A South Asian Perspective (2010) by Kotler et al.

Reference / Supplementary Reading (s):

All the reading material and data sets will be uploaded on LMS

Useful Online / Web Resources:

Youtube Channel for Pre Class Lectures

SalmanZaheer

<https://www.youtube.com/user/salmanzaheerlse/videos>