

Course Code:	MK210
Course Title:	Advertising and Sales

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

Course Description:

A comprehensive survey of basic principles and practices of advertising that emphasizes creative/media strategy decision processes and historical, social, and economic influences. This course will provide a foundation for advertising courses. 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:

Text book, handout/course-pack, reading materials (newspaper and magazine articles etc.), discussions, class activities, presentations, skill development exercises, quizzes etc. This course is a basic course that is based on assignments, presentations, and other academic projects. The course will improve the presentation skills of the students. The classes will remain participant-centered and students will be encouraged to participate class discussions. The students may be able to understand the insights about marketing by studying this course.

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Programme Educational Objectives (POs):	
PO-1	To describe fundamental concepts, terminologies and issues in marketing.
PO-2	To understand the role of marketing strategy in managing the business.
PO-3	To understand the role and effect of external environment on marketing activities
PO-4	To understand and apply marketing research skills in order to gain customer insights for effective marketing
PO-5	To understand and apply Product, Price and Promotion Strategies.

Programme Learning Outcomes (PLOs): After completing this degree programme, students shall be able to:		
		Mapping the PLOs with POs
PLO-1	Participants must have good grasp on basic concepts and should be able to apply it on almost any brand.	
PLO-2	Participants should also have ability to present with boldness and confidence.	
PLO-3	Participant may able to promote own business campaigns	
PLO-4	Participant may able to achieve basic concept of marketing and promotion	
PLO-5	Participant may able to differentiate basic ideology about the marketing, promotion, and advertising	
PLO-6	Develop and understand marketing plan	

Course Objectives (COs)	
CO-1	Appreciate and understand the spirit, challenges, and rewards of marketing
CO-2	Understand the sources and opportunities for being marketers
CO-3	Effectively assess marketing opportunities
CO-4	Understand special issues that might be facing by marketers

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
Quiz	CLO 1
Class participation (case study)	CLO 2
Presentations	CLO 5
Mid-term exam	CLO 4
Final Exam	CLO 3; CLO 5

Assessment Structure and Grading Policy*:
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Assessment Item	Weight (%)	Execution Plan
Quiz	10%	2 quiz Spread in the course
Class participation (case study)	10%	Case study discussion
Presentations	20%	Participation in class discussion
Mid-term exam	30%	One-time assessment
Final Exam	30%	One-time assessment
Total	100	

Notes – Norms and Important Class Policies:

(such as submission guidelines, academic honesty, make-up policy, code of conduct)

- Students need to adhere a strict attendance policy. Students will not be marked present once the attendance is announced on aportal.
- No late assignment is acceptable.
- As this is a hands on course, students will be working in groups. Thus, no free riding is allowed. All the members have to do their work diligently.
- A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination.

*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 Assessments; What is marketing, promotion, advertising; what is IMS and its role in advertising; how advertising enhances sales? What is marketing strategies?	Class lecture and discussion	CLO 1, PLO-5, CO-4
2	Basic concepts of marketing; brand vs product, brand equity; Marketing vs marketing management; customer vs consumers; Marketing process?	Class lecture and discussion	PLO-5, CO-4, CLO 1
3	Need, want, desire; Maslow's hierarchy of needs marketing; what is social class and role of social class in advertising	Class lecture and discussion	CLO 1, PLO-5, CO-4
4	Marketing and consumers; consumer buying process + case study presentations	case study presentations + Class lecture, and discussion	CLO 1
5	What is personality? and role of social class in advertising	Class lecture and discussion	CLO 1, CO-4

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6	Research article Discussion + quiz	Research article + Class lecture and discussion	CLO 1
7	Understanding the significance of consumers' segmentations in advertising	Class lecture and discussion	CO-9, CLO 1
8	Mid Exam	Exam day	
9	Ethics in advertisement + project presentations	Class lecture and discussion	PLO-5, CLO 1
11	Article discussion + project presentation + quiz	Class lecture, quiz, and discussion	CLO 1, CO-9
12	Difference between online/digital and traditional marketing + article discussion	Research article, Class lecture and discussion	CLO 2
13	Defining social class and role of social class in advertisement + project presentation	Project presentation, Class lecture and discussion	CLO 1, PLO-5, CO-4
14	Article discussion + project presentation	Project presentation, Class lecture and discussion	CO-4, CLO 1
15	Service marketing mix + marketing research process+ case study presentations	Project presentation, Class lecture and discussion	PLO-5, CO-4, CLO 2
16	Final-Exam	Exam day	

Primary Text Book (s):

1. Jobber, D., & Lancaster, G. (2006). *Selling and sales management*. Pearson Education.
2. Kazmi, S. H. H., & Batra, S. K. (2009). *Advertising and sales Promotion*. Excel Books India.
3. Stafford, M. R., & Faber, R. J. (2015). *Advertising, promotion, and new media*. Routledge.
4. Kotler, P. (2012). *Kotler on marketing*. Simon and Schuster.

Reference / Supplementary Reading (s):

1. Baker, M. (2012). *The marketing book*. Routledge.
2. Mathews, B. (2009). *Marketing today's academic library: a bold new approach to communicating with students*. American Library Association.

Useful Online / Web Resources:

1. <https://www.ama.org/>
2. www.brandweek.com
3. www.adage.com
4. www.adcritic.com

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5. www.did-it.com
6. www.emarketer.com/how2/welcome.html
7. www.cognitiave.com
8. www.wilsonweb.com/articles
9. https://books.google.com.pk/books?hl=en&lr=&id=wfpANYwzOC4C&oi=fnd&pg=PR1&dq=principle+of+marketing+book&ots=0H0g0CRr-I&sig=4BgijvUuJpStrwET47IrtphCJHQ&redir_esc=y#v=onepage&q=principle%20of%20marketing%20book&f=false

Good luck 😊