



# University of Management and Technology

School of Commerce and Accountancy  
Quaid e Azam Campus

## Course Outline

**Course Title: Introduction to Marketing**

**(MK-351)**

<b>Program</b>	<b>B.COM (Honors)</b>
<b>Credits Hours</b>	3
<b>Duration</b>	15 Weeks / 30 Sessions
<b>Prerequisites</b>	-----
<b>Resource Person</b>	ERUM GULL
<b>Contact/Email</b>	erum.gull@umt.edu.pk

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### **Brief 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.

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### **Learning Objectives:**

After completion of the course the students should be able:

1. To describe fundamental concepts, terminologies and issues in marketing.
2. To provide an understanding of and appreciation for the role of marketing in managing a business
3. To be able to compare brands in international markets with Pakistan

### **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:**

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

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**Recommended Text:**

Principles of Marketing 13th Edition (South Asian Perspective) by Kotler, Armstrong, Agnihotri and Haque.

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**Assessment Criteria**

Mid-Term	25%
Final exam	40%
Final Project & Presentation	15%
Quizzes	15%
Assignments	5%
<b>Total</b>	<b>100%</b>

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**Classroom Behaviour:**

- Regularity and Punctuality will be very strictly observed. You have an allowance of only six absences (Out of 30 sessions).
  - In case you are absent in six classes, you will get an 'F' grade in the course.
  - For leave, Prior Application approved by Batch Advisor is mandatory.
  - Arrive in the class within 10 minutes of the scheduled time, Otherwise marked absent.
  - If your group is making a presentation and you are not there, you will get a zero.
  - No Quiz, Assignment, Project will be entertained after due date.
  - Zero tolerance for Mobile usage in class.
  - No participant will be allowed to sit without displaying its student card.
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## **Participant Responsibilities:**

### **Class Participation:**

Positive, healthy and constructive class participation will be monitored for each class. Particular emphasis will be given during the presentation sessions. The manner in which the question is asked or answered will also be noted. Your behaviour, as business executives in the class will contribute to the class participation marks.

### **Honesty Policy:**

A student found in cheating (plagiarism) on any exam/ assignment/ project, his/her case will be referred to Unfair Means Committee (UFM) that may result in no credit (i.e. no grade) for that exam/ assignment/ project. A deduction from the sessional marks and financial penalties are other possibilities as decided by the committee.

### **Plagiarism:**

It is defined in dictionaries as "the wrongful appropriation, close imitation, or purloining (stealing) and publication, of another author's language, thoughts, ideas, or expressions, and the representation of them as one's own original work.

<b>WEEK</b>	<b>TOPICS TO BE COVERED IN THE COURSE</b>	<b>LEARNING OBJECTIVE OF THIS TOPIC</b>	<b>EXPECTED OUTCOMES FROM STUDENTS</b>
1	Brief introduction	Introducing to the basics of marketing, sales, promotion etc.	Understand the dynamic field of marketing
2	Ch-1: Basic concepts as need, want	Need, want and product & brand form the core of marketing	Participants should know the difference
3	Ch-2: (selective)	SWOT Analysis	Market expansion, mission statement
4	Ch-3: Environment	Micro and Macro environmental factors	Knowing of both types of environments
5	Ch-5: Buyer Decision Process	Phases of decision making while buying	5-steps of buyer decision process
6	Ch-5: Consumer Behaviour	Types of factors that influence an individual's mind	Cultural, personal and psychological factors that shape thoughts
7	Ch-7: STP	Segmentation, Targeting and Positioning and relevant concepts	Knowing types of segmentations and perceptual positioning map
8	<b>MID TERM</b>		
9	Ch-8: Branding basics	How to brand a product	Knowing different types of branding possibilities
10	Ch-9: PLC	Product Life Cycle	Stages of PLC and relevance of each for 4Ps
11	Ch-10	Pricing basics + types	Objectives and various types of pricing strategies
12	Ch-14: Promotion	Forms of promotion	Advertising, personal selling
13/14/15	PRESENTATIONS	PRESENTATIONS	PRESENTATIONS

**TOTAL NO OF ACTIVITIES**

Assignments	4
Quizzes	5
Projects	1
Presentation	1

**BEST OF LUCK**