



Usman Institute of Technology COURSE DESIGN FORM

HS253 MARKETING

PROPOSED				<input checked="" type="checkbox"/> New Course <input type="checkbox"/> Revised Course Applicable from Batch 2015-16
HS253 MARKETING				
	Cr. Hrs.	Contact Hrs.	Exam Marks	
Th	3	3	100	REMARKS
Pr	0	0	0	
Course Outline: Overview of Marketing Introduction to Marketing, The marketing process, Understanding the Marketplace, Understanding Consumer's Needs, Wants and Demands, Designing a Customer Driven Marketing Strategy, Building Customer Relationship, Capturing Value from Customer. Company And Marketing Strategy Defining a Market Oriented Mission, Designing the Business Portfolio, Marketing Strategy and the Marketing Mix, Managing the Marketing Effort The Marketing Environment The Company's Micro environment, The Company's Macro environment, Other types of environment. Managing Marketing Information Reviewing the concepts, Discussing the concepts, Applying the concepts Consumer Markets And Consumer Buyer Behavior Model of Consumer Behavior, Characteristics affecting consumer behavior, Buyer decision process, Reviewing the concepts, Discussing the concepts, Applying the concepts. Business Markets And Business Buyer Behavior Business markets and market structure, Business Buyer Behavior and Types, Institutional and Governments Markets. Customer Driven Marketing Strategy: Creating Value For Target Customers Market segmentation using multiple segmentation bases, Target marketing and evaluating segments, Differentiation and Positioning. Product, Services And Branding Strategy What is Product?, Product and Service Classifications, Branding Strategy and Managing Brands, New Product Development And Product Idea generation and concept development and testing, Product Development and Commercialization, Managing new product development, Product Life Cycle. Pricing: Understanding and Capturing Customer Value, Product Mix Pricing Strategies, Price Adjustment & Changes, Reviewing the concepts, Discussing the concepts. Applying the concepts. Presentations And Reviews				Prerequisites : None
Recommended book(s) for the proposed course Textbook(s): 1. Philip Kotler and Gary Armstrong, Principles of Marketing, Prentice –Hall Inc., 11 th Edition, 2005. Reference Books: 1. William J. Stanton, Michael J. Etzel and Bruce J. Walker, Fundamentals of Marketing, Mcgraw Hill Inc, 8 th Edition, 2005. 2. Joel R. Evans and Barry Berman, Marketing, Atomic Dog Publishing, 2004.				Other Equivalent Courses <p style="text-align: center;">None</p>