MARKETING

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| **Course Tittle** | Marketing | **Course Code** | HS253 |
| **Semester** | VI | **Programme** | CS & SE |
| **Credit Hours** | 3 + 0 | **Mode** | Theory |
| **Prerequisites** | None |  |  |

# COURSE DESCRIPTION

This course is structured to impart a foundational understanding of marketing principles in the context of the overall business framework. The primary objective is to foster a robust comprehension of key marketing concepts.

# COURSE OBJECTIVE

The objective of this course, specifically, is to enhance the conceptual knowledge of marketing as applicable to decision making process with a focus on tactical marketing mix decisions. Further it will provide the student with a comprehensive framework to evaluate marketing decisions and to create successful marketing initiatives. The course, will therefore, provide an understanding of the principles of marketing in relation to the product and services including the planning process, organizing the marketing functions, implementing the marketing decisions keeping in mind the ethical, legal and societal consideration.

# LEARNING OUTCOMES

These Course Learning Outcomes are designed to align with Program Learning Outcomes (PLOs) and provide students with a well-rounded understanding of marketing principles and practices within the broader business context.

* **CLO 1: Understanding Marketing Fundamentals**

Description: Demonstrate a comprehensive understanding of the fundamental concepts and theories in marketing, encompassing product, price, place, and promotion strategies.

**Domain**: Marketing Principles

**Taxonomy Level**: Remember and Understand

**PLO Alignment**: PLO1 - Demonstrate a solid foundation in core business disciplines.

* **CLO 2: Analysing Market Trends and Consumer Behaviour**

Description: Analyse market trends, consumer behaviour, and competitive landscapes to make informed marketing decisions.

**Domain:** Market Analysis and Consumer Behaviour

**Taxonomy Level**: Analyse and Evaluate

**PLO Alignment: PLO2** - Apply critical thinking and problem-solving skills in business contexts.

* **CLO 3: Developing Marketing Strategies**

Description: Formulate effective marketing strategies by integrating market research, segmentation, targeting, and positioning concepts.

**Domain**: Marketing Strategy Development

**Taxonomy Level**: Apply and Analyse

**PLO Alignment: PLO3** - Demonstrate proficiency in strategic planning and decision-making.

# Assessment / Evaluation Plan

Assignments + Class Quizzes + Presentation(s) 20%

Midterm Examination 20%

Final Examination 60%

## Assessment Tools

## Assignments / Class activities:

As part of continuous assessment, short assignment tasks and class activities will be set during the course. All assignments must be submitted by due date. Late submissions are not acceptable. Plagiarism (copying other’s work) will be severely penalized.

## Class Quizzes

Class quizzes (announced and unannounced) of short duration would be taken in class throughout the semester. At least four quizzes would be taken during the semester. There would be no MAKEUP for these quizzes.

## Grading Policy

Standard UIT grading policy will be followed

# Lecture plan

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| --- | --- | --- | --- | --- |
| Week | Learning Objective | CLO | Selected portions from | Assessments  Plan |
| Week 01 | INTRODUCTION TO MARKETING   Marketing and the Society   Importance and scope of marketing   Definition of marketing   Nature and concept of marketing | CLO1 | Chapter 1 |  |
| Week 02 | MARKETING & STRATEGY   Strategic planning   Strategic marketing planning   Forecasting marketing demand | CLO1 | Chapter 2 |  |
| Week 03 | MARKETING ENVIRONMENTS   The Marketing environment  o Macro environment  o Microenvironment   Environmental scanning and monitoring | CLO1 | Chapter 3 |  |
| Week 04 | MARKETING DECISIONS   Information required for marketing decisions   Reasons for obtaining information   Marketing research | CLO1 | Chapter 4 |  |
| Week 05 | CONSUMER BEHAVIOUR   Model of Consumer Behaviour,   Characteristics affecting consumer behaviour,   Buyer decision process, | CLO1 | Chapter 5 | Quiz 1 |
| Week 06 | BUSINESS MARKETS   Business markets and market structure,   Business Buyer Behaviour and Types,   Institutional and Governments Markets. | CLO1 | Chapter 6 |  |
| Week 07 | MARKET SEGMENTATION AND TARGETING   Factors for Segmentation   Selecting the target market   Developing the positioning and target market strategies | CLO2 | Chapter 7 | Quiz 2 |
| Week 08 | PRODUCTS AND SERVICES   Definition of product and services   Classification of consumer goods   Classification of business goods  Branding Strategy and Managing Brands | CLO2 | Chapter 8 |  |
|  |  |  |  | Mid Term Exam |
| Week 09 | PRODUCT DEVELOPMENT AND LIFE CYCLE   Product development process and commercialization   Product life cycle stages and its implications | CLO2 | Chapter 9 |  |
| Week 10 | PRICING  Understanding and Capturing Customer Value,  Product Mix Pricing Strategies,  Price Adjustment & Changes | CLO3 | Chapter 10 |  |
| Week 11 | DISTRIBUTION   Importance of distribution channels   Selecting a channel of distribution   Retail functions in distribution   Recent trends in wholesaling and retailing | CLO3 | Chapter 12 | Quiz 3 |
| Week 12 | PROMOTION   Importance and types of promotion   Channels of communication   Legal environments of promotion | CLO3 | Chapter 14 |  |
| Week 13 | Promotional Mix   Scope of advertisement and publicity   Personal Selling  Sales Promotion  Direct and Digital Marketing | CLO3 | Selected portions from:  Chapter 15  Chapter 16  Chapter 17 | Quiz 4 |
| Week 14 |  |
| Week 15 | presentations |  |  | Quiz5: Presentations |
| Week 16 | Review |  |  |  |
|  |  |  |  | Final Exam |
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\*only selected potions matching with the course outline will be covered from the indicated chapters of Principles of Marketing 16e.

# RECOMMENDED TEXTBOOKS

1. Philip Kotler, Principles of Marketing (Latest Edition)

2. David Jobber, Principles of Marketing (Latest Edition)

3. Jerome McCarthy & William, D. Pareanth, Basics Marketing, (Latest Edition)