

BS(IT) Sem-08 Session 2020-24

MKT-401 Principles of Marketing 3(3-0)

Course Contents:

1. INTRODUCTION TO MARKETING

- ◆ The Field of Marketing, Basic Concepts of Marketing; Definition and Need for Marketing as a proper Formal Process; Adapting Marketing Strategy to the New Economy; Positioning; Marketing as the Driver in the Digital Economy; Scope of Marketing Today

2. THE MARKETING ENVIRONMENTAL SCANNING

- ◆ Marketing-oriented Strategic Planning; Scanning the Marketing Environment – Internal and External; Studying and Analyzing the Needs of all concerned Stakeholders including PESTEL

3. THE MARKETING RESEARCH

- ◆ Marketing Research Process, and it's Use; Marketing information systems; Identifying Marketing Opportunities

4. CONSUMER BEHAVIOR AND MARKET, AND PRODUCER'S BEHAVIOR AND MARKETS

- ◆ Consumer Behavior; Consumer Purchase Decision Process: Influences on Consumer Behavior; Social Influences Producer Behavior; Producer Purchase Decision Process

5. MARKETING SEGMENTATION, TARGETING AND POSITIONING

- ◆ Identifying Marketing Segments, and Selecting Target Markets; **Product Positioning and Differentiating the Marketing Offering The Product Life Cycle**

6. MARKETING MIX FOR GOODS AND SERVICES (7 Ps)

- ◆ The Marketing Mix Product; Meaning and Classification of product; Development of New
- ◆ Product; Determinants of Product Mix; Product Adoption-Diffusion process; Product Portfolio Classification; Product Deletion Strategy; Packaging. Price; Nature and importance of pricing; Pricing objectives; Factors influencing pricing decision; Developing Price Strategies and Programs; Policy of Credit Promotion Strategy; Role of promotion in business marketing; Developing and implementing the promotional mix; Advertising, sales
- ◆ promotion and public relations; Managing the Sales Force Place; Designing distribution channel; Selecting the type of channel. People; their Behaviors and Attitudes; People as Contributors/Sellers etc. and People as Beneficiaries/Buyers etc., Politics in Marketing
- ◆ (Internal and External) Process; the way/mode services are rendered and received or
- ◆ exchanged; Differentiating among various Methods of rendering services Physical Evidence; Artefacts, Norms, Values, Interior, Dress/Uniform, Structure, Managers' Appearance etc.

7. MARKETING RETAILING, WHOLESALING AND MARKET LOGISTICS, AND MARKETING PLAN

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- ◆ Managing Retailing, Wholesaling and Market Logistics; Their Types and respective Uses; Managing the Total Marketing Effort Socially Responsible Marketing Communications, Marketing Plan Development and Analysis

8. MARKETING CHANNELS, SUPPLY CHAIN MANAGEMENT, ADVERTISING AND PUBLIC RELATIONS

- ◆ Supply Chain: Nature, Need and Use Marketing Channels: Nature, Need, Types and Use/Importance Advertising: Objectives, Budgets and Strategy. Public Relations: Role and Impact, and Major Tools

9. PERSONAL SELLING, DIRECT MARKETING, ONLINE MARKETING / E-MARKETING AND SERVICES MARKETING

- ◆ Personal Selling: Nature, Use/Role and Process; Sales Force Management; Sales Promotion Direct Marketing: Nature, Use/Role, Growth, Benefits, and various Forms
- ◆ of Direct Marketing; E-Marketing: Nature, Use/Role, Growth, Benefits, and various Forms of E-Marketing; Services Marketing: Nature and Scope of Services Marketing including
- ◆ Financial Services and their Marketing

10. CRAFTING STRATEGIES TO ATTAIN COMPETITIVE EDGE

- ◆ Competitor Analysis: Identification, Assessment and Selection. Competitive Strategies: Approaches, Forms, Positioning, Leadership and Challenge.

11. GLOBAL MARKET PLACE, MARKETING ETHICS AND SOCIAL RESPONSIBILITY

- ◆ Global Marketing: Considerations, Forms/Approaches, and Global Marketing Mix.
- ◆ Marketing Ethics and Social Responsibility: Meanings and Need/Rationale for Ethics, Social Criticism, Citizenship in Marketing

Reference Material:

1. Kotler, Philip. "Marketing Management". Latest Edition, Prentice Hall.
2. Stanton, Etzel, Walker. Marketing, Latest Edition, McGraw-Hill.
3. Marketing by Evens and Berman
4. Krishnamacharyulu, Ramakrishan. Rural Marketing Text and Cases, Pearson Education.
5. Harvard Business Review w.r.t. Marketing Periodic for Latest Research and Development
6. Cases in Marketing by Prof. Dr. Khawaja Amjad Saeed

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| CS1-401 Professional Practices 3(3-0) |
| Course Content: Computing Profession, Computing Ethics, Philosophy of Ethics. The Structure of Organizations, Finance and Accounting, Anatomy of a Software House, Computer Contracts, Intellectual Property Rights, The Framework of Employee Relations Law and Changing Management Practices, Human Resource Management and IT, Health and Safety at Work, Software Liability, Liability and Practice, Computer Misuse and the Criminal Law, Regulation and Control of Personal Information. Overview of the British Computer Society Code of Conduct, IEEE Code of Ethics, ACM Code of Ethics and Professional Conduct, ACM/IEEE Software Engineering Code of Ethics and Professional Practice. Accountability and Auditing, Social Application of Ethics. |
| Reference Material: <ol style="list-style-type: none">1. Professional Issues in Software Engineering by Frank Bott, Allison Coleman, Jack Eaton and Diane Rowland, CRC Press; 3rd Edition (2000). ISBN-10: 07484095132. Computer Ethics by Deborah G. Johnson, Pearson; 4th Edition (January 3, 2009). ISBN-10: 01311124143. A Gift of Fire: Social, Legal, and Ethical Issues for Computing and the Internet (3rd Edition) by Sara Baase, Prentice Hall; 3rd Edition (2008). ISBN-10: 01360084884. Applied Professional Ethics by Gregory R. Beabout, University Press of America (1993). ISBN-10: 0819193747. |

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| CIT-604 Cyber Security 3(3-0) |
| Course Contents: Basic security concepts, Information security terminology, Malware classifications, Types of malware. Server side web applications attacks. Cross-site scripting, SQL Injection, Cross-site request forgery, Planning and policy, Network protocols and service models. Transport layer security, Network layer security, Wireless security, Cloud & IoT security. |
| Reference material: <ol style="list-style-type: none">1. Security+ Guide to Network Security Fundamentals by Mark Ciampa, th Edition2. Corporate Computer Society by Randall J.Boyle, 3rd Edition |
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