

Subject Code	Subject Name	Period per Week		Credit
25851	Principles of Marketing	T	P	C
		2	0	2

Rationale	<p>This subject scrutinizes the business function of Marketing. Textile students need to learn identifying the proper target market and decide upon appropriate products, services, and programs to serve these markets. Moreover, students need to know how marketers deliver value in satisfying customer needs and wants. This subject will cover areas include fundamentals of marketing, branding, consumer behavior, marketing mixes, promotion, marketing channel, international marketing, online marketing and implementation of ethics will benefit the students to gain an elementary scenario of marketing knowledge.</p>
Learning Outcome (Theoretical)	<p>After undergoing the subject, students will be able to:</p> <ol style="list-style-type: none"> 1. Describe marketing and marketing function. 2. Distinguish between sales and marketing 3. Interpret significance of marketing in own filed. 4. Explore opportunities of international marketing 5. Analyze marketing theories and marketing mix elements for product promotion. 6. Solve the complexity arises from market environment. 7. State classification of products marketing 8. State distribution channels 9. Explain implementation procedure of market segmentation, targeting and positioning strategies in product marketing. 10. Interpret pricing tactics to get competitive advantages. 11. Analyze branding and branding elements 12. Explain ethical marketing and its significance

Detailed Syllabus (Theory)

Unit	Topics with Contents	Class (1 Period)	Final Marks
1	INTRODUCTION TO MARKETING 1.1 Define marketing 1.2 Explain functions of marketing 1.3 Differentiate between sales and marketing 1.4 Describe marketing prospects on the context of 4 th industrial revolution 1.5 Discuss marketing importance on apparel industry.	4	6
2	MARKETING THEORIES AND STRATEGIES 2.1. Explain core concept of marketing 2.2. Describe basic strategies and SWOT analysis of marketing 2.3. Define marketing mixes 2.4. Mention 7Ps of marketing 2.5. Compare between 4Cs and 4Ps of marketing	4	7
3	MARKET ENVIRONMENT AND INTERNATIONAL MARKETING 3.1 Describe market environment 3.2 Discuss micro environment and macro environment. 3.3 List the influential factors of market environment related with own industrial field 3.4 Define international marketing 3.5 Describe international market entry process 3.6 Classify international marketing	3	7
4	PRODUCT AND SERVICE MARKETING 4.1. Define product 4.2. Discuss good and service 4.2. Explain product life cycle 4.3. Classify product levels 4.5 Classify service marketing 4.6 Distinguish between goods and service	3	7
5	DISTRIBUTION STRATEGIES 5.1. Define distribution 5.2. State the necessity of distribution in marketing 5.3. Illustrate types of distribution channel	2	4
6	SEGMENTATION, TARGETING AND POSITIONING METHODS 6.1. Discuss market segmentation 6.2 Explain bases for consumer market segmentation	4	7

	6.3 Define market targeting 6.4 Describe strategies of targeting 6.5 Define positioning, repositioning and de-positioning		
7	ESSENTIALS OF PROMOTION AND PRICING 7.1 Define promotion 7.2 State fundamentals of promotion 7.3 Relate managing customer relationships 7.4 Define price 7.5 Outline new product pricing strategies 7.6 Compare price adjustments with competitors	4	7
8	FUNDAMENTALS OF BRANDING 8.1 Define branding 8.2 List branding elements 8.3 State necessity of branding 8.4 Mention the steps of brand making process	2	4
9	CONSUMER BEHAVIOUR 9.1 Define consumer behavior 9.2 Outline stages of the buying process 9.3 Illustrate importance of studying consumer behavior 9.4 Mention the scope of consumer behavior area	2	4
10	ONLINE AND ETHICAL MARKETING 10.1 Define marketing ethics 10.2 Mention policies of marketing ethics 10.3 State the practice of ethics on virtual market. 10.4 Describe significance of the ethical practices on social media 10.4 Discuss Corporate Social Responsibility (CSR) 10.5 Discuss the consequence of green marketing	4	7
	Total	32	60

Recommended Books:

SL	Book Name	Writer Name	Publisher Name & Edition
1.	Principles of Marketing	Gray Armstrong/ Philip Kotler	Prentice Hall, NJ,USA 17th Edition

2.	Marketing Management	Rajan Saxsena	Tata McGraw-Hill Education, 1 st Edition, 2005
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