Course Outline
FAST School of Management
National University of Computer & Emerging Sciences Lahore Campus

Course:	Marketing Management		
Course code:	MG1002	Year/Semester:	6th
Program:	BSCS	Units/Cr Hrs:	03
Department:	FAST School of Computing	Instructor:	Dr. Syed Shujaat Ali Shah
Course Type:	Elective	Email:	
Pre-Requisite(s):	None	Phone:	
Prepared By:	Dr. Syed Shujaat Ali Shah	Consultation Hours:	To be announced in class
Approved By:	Dr. Munazza Saeed (Cluster Coordinator)	Approval Date:	

COURSE DESCRIPTION

Marketing Management is the fundamental marketing course aimed at developing key marketing concepts and exploring marketing strategies which should be adopted by marketers in the context of IT firms. While reviewing different components of marketing mix and related concepts and strategies, marketing management guides entrepreneurs (specially tech-preneurs) and business managers towards following the Marketing orientation in their firms. In this undergraduate level course, a leading text is used to learn marketing management concepts while deliberately observing marketing in action in the local market as well as in the IT sector internationally. Students are expected to share their observations from local market practices and/or international market practices in the context of IT sector in different areas as the course progresses.

COURSE OBJECTIVES

Upon successful completion of the course students should be able to:	Program Educational Objectives (PEO)
1 Understand the contribution of marketing in an organization especially in IT firms.	2,3
2 Enhance the knowledge about marketing theories, principles, strategies and concepts and their application in IT firms.	2,3
3 Provide students with opportunities to apply marketing concepts and theories to realistic marketing situations with reference to IT field.	2,3
4 Provide students with opportunities to analyze marketing activities within an organization preferably a tech-firm.	4
5 Analyze the ethical implications of marketing strategies and develop socially responsible marketing solutions	5

COURSE LEARNING OUTCOMES

LO#	Learning Outcome Statement	Program Objective	Bloom's Taxonomy Level
LO1	Should be able to develop insightful understanding of each of the four elements of classical marketing mix	3	Understand
LO2	Should be able to think critically and evaluate the main strategies of organizations and brands and should be able to think in terms of marketing mix in the context of IT firms.	4	Evaluate
LO3	Should be able to critically analyze the ethical dimensions of marketing activities of organizations in order to develop the ability to formulate socially responsible marketing programs with special reference to the IT industry or IT related firms.	2	Analyze
LO4	Should be able to develop and communicate a marketing plan and defend their strategy based on given environmental factors	3	Create

Course Outline
FAST School of Management
National University of Computer & Emerging Sciences Lahore Campus

LEARNING OUTCOME ASSESSTMENT STRATEGY

Assessment Tool	LO1	LO2	LO3	LO4
Quizzes	10	10	10	10
Assignments	10	10	10	10
Project	10	10	20	20
Mid Term Exam 1	30	30	10	10
Mid Term Exam 2	20	20	20	20
Final Exam	20	20	30	30

* Percentages are meant to be viewed vertically.

COURSE CONTENTS

LO / Session	Contents
Session 1	Introduction & Course Outline Discussions
LO1 Session 1 – 6	Understanding Marketing: What is Marketing? Understanding the Marketplace and customer needs, designing a customer-driven marketing, strategy, Integrated marketing plan and program, building customer relationship, capturing value from customers, companywide strategic planning: defining marketing's role, planning marketing, marketing strategy and the marketing mix.
LO2, LO3 Session 7 – 10	Understanding the Marketplace and the Customers: The company's micro and macro environment, responding to the marketing environment, marketing research, analyzing and using marketing information, models of consumer behavior, characteristics affecting consumer behavior, the buyer decision behavior for existing and new products.
Sessional – I	
LO3 Session 11 – 16	Business Markets and Business Buyer Behavior: Business markets, business buyer behavior, institutional and government markets, market segmentation, market targeting, differentiation and positioning, products, services, and brands: building customer value.
LO3, LO4 Session 17 – 20	New-Product development and product life cycle strategy & Pricing strategies: New product development and product life cycle, managing new product development, product life cycle strategies, what is price? Factors to consider when setting prices, pricing strategies.
Sessional – II	
LO4 Session 21 – 24	Marketing Channels and Retailing: Supply chains and value delivery network, channel behavior and organization, retailing, wholesaling.
LO2, LO4 Session 25 – 28	Integrated Marketing Communication: The promotion Mix, Integrated Marketing Communications, Communication process, setting the total promotion budget and mix, socially responsible marketing communication.
Session 29 - 30	Review Sessions & Exam Discussion

' Reading assignments may be also scheduled in the sessions. Please be well-prepared.

** Sessions may also involve activities to enhance understanding

TEXTBOOK & REFERENCE MATERIAL

Textbook:
- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Harlow: Pearson Education Limited.

Reference Books:
- Kotler, P., Armstrong, G., Agnihotri, P. Y. & Haque, E. (2010). *Principles of Marketing* (13th ed.). Pearson Education Limited.

ADMINISTRATIVE INSTRUCTIONS

GRADING POLICY

Grading Mechanism	Weight
Class Participation	05%
Project	15%
Quizzes: 4 Quizzes, all will be counted	10%
Assignments: 5 assignments, 4 will be counted	10%
Mid Term Exam 1	10%
Mid Term Exam 2	10%
Final Term	40%

** Final Grading will be relative grading, using inter-quartile range method.

Class Policies

- Please note that any exception for one student is unfair to all other students, so don't expect any.
- Please turn off and store away cell phones, IPads, laptops, and other electronic devices.
- Talking during lecture is not permitted. It is disrespectful and disruptive to other class members and the instructor.
- If you miss a class, it is your responsibility to determine what was covered including any administrative announcements.

Studying

The proper way of studying for this class is following ADA policy; a short description of the same is as follows

- Ahead of the class, it is expected that you have read the relevant chapters from the textbook;
- During the class you are expected to follow the lecture, take notes and ask questions; and
- After every class you would review your notes and solve the end of chapter exercises and read the textbook. .

Attendance Policy

As you can see, almost every other session is a different topic and as such missing any classes will result in huge setback as you will lose substantial course content. Besides, owing to the interactive nature of the course, attendance is crucial. Therefore, only under unavoidable circumstances, student should think of missing a class. *See university policy on minimum attendance allowed for final exams.*

Scholastic Dishonesty

In the classroom and in all other academic activities, students are expected to uphold the highest standards of academic integrity. Any form of scholastic dishonesty is an affront to the pursuit of knowledge and jeopardizes the quality of the degree awarded to all graduates.

What exactly is plagiarism?

- Plagiarism is a form of cheating.
- Plagiarism is using someone else's ideas or words and saying they are your own.

If you use material from a text and do not acknowledge the source, you are committing plagiarism.

Specifically, these behaviors are often regarded as plagiarism:

- Copying directly from a text, acknowledging the source but pretending that you are paraphrasing.
- Paraphrasing or copying directly from a text without acknowledging the source.
- Copying from another student's assignment with or without the student's knowledge.

The following behaviors are regarded as misconduct:

- Submitting the same assignment in two different papers.
- Getting someone else to write an assignment for you.

You are also involved in misconduct if you:

- Let another student copy from your own work.
- Write an assignment for another student.

Students who violate the rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. *Since dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly and actively enforced.*