

MG 1002 - Marketing Management

| Form number | COURSE OUTLINE/ DOCUMENT | |
|--------------------------------------|---------------------------------|--|
| QEC-ISOB-D1-CW 0.3 | | |
| COURSE INSTRUCTOR INFORMATION | Name | Asiya Zaheer |
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| DEGREE INFORMATION | Program | Batch | Section(s) | | Semester | Fall |
| | BS-CS | -- | - | --- | Year | 2022 |

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| COURSE INFORMATION | Course Category C- Core/ E-Elective | | Code | Title | Credit hours |
| | Core | | MG-1002 | Marketing Management | 3 |
| | Prerequisite(s) | | | | |
| | TA Required (Yes/ No) | No. of TA(s) | Brief Justification | | |
| | - | - | | | |

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| TEXT BOOK(S) INFORMATION | Title of Book | Principles of Marketing | Edition 17 th |
| | Author(s) | Philip Kotler & Gary Armstrong | |
| | Publisher | Pearson Education, Inc. | |

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| Reference Book (s) | 1. | Title of Book | |
| | | Imprint details | |
| | 2. | Title of Book | |
| | | Imprint details | |
| | 3. | Title of Book | |
| | | Imprint details | |
| | Support Material(s) | a. | |
| | | b. | |
| | | c. | |
| | | d. | |

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| Brief Description of Course: (not more than 250) | This course is designed to give the students a brief but in-depth idea about marketing. It starts with what marketing is all about, how you decide who your customers are and why and, how you gain more customers. We also discuss about how products are formed to meet customer needs, how and why they are priced in a particular manner, how they are promoted to their selected audience and lastly how they can and should be distributed to meet the needs of the consumers. A number of advertising, pricing and distribution strategies adopted by companies for the success of their products will also be discussed. |
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Course Objectives (CO): (Brief & unambiguous)... at least 5 COs

- a. tend to describe specific, discrete units of knowledge and skill
- b. can be accomplished within a short time frame - still may be relevant for a class period
- c. tend to be **STATEMENTS OF INTENT**; do not necessarily suggest that the behavior has been demonstrate

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| 1. | Understand what marketing is all about |
| 2. | Who are customers and why are they important for any organization |
| 3. | Concept of consumer buying behavior (B2C) and business buying behaviors (B2B) and how companies tap them differently |
| 4. | Understanding the concepts of segmentation, targeting and positioning. Decide as to what your target market is and how to gain insight into their needs and wants |
| 5. | Difference between products and services and how they create value for the consumer |
| 6. | Different pricing strategies, and tools and techniques companies use to identify which strategy to follow |
| 7. | Different promotional strategies- Elements of the promotional mix |
| 8. | Different distribution strategies and why each one is adopted |

Learning Outcome (LO): (Brief & unambiguous-with reference to course objectives i.e. at least 5 LOs

- a. describe broad aspects of behavior which incorporate a wide range of knowledge and skill
- b. accomplished over time in several learning experiences
- c. refer to **DEMONSTRATIONS OF PERFORMANCE**

Upon completing the course, participants should be able to:

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| 1. | have a clear idea of what marketing is all about and why is it necessary in the real world |
| 2. | know why companies are running after customers and how are they profitable to them |
| 3. | Clarify difference in consumer and business markets will help understand why each company is targeting one or more sectors |
| 4. | Understand the concepts of segmenting, targeting and positioning in marketing any product / service |
| 5. | Understand product designing and branding |
| 6. | Understand pricing strategies concepts |
| 7. | Know promotional strategies and how companies promote their products and why |
| 8. | Understand distribution, concepts of retailing and wholesaling and why they are important |

| | PLO 1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| CLO 1 | | | | | | | | | | |
| CLO 2 | | | | | | | | | | |
| CLO 3 | | | | | | | | | | |
| CLO 4 | | | | | | | | | | |
| CLO 5 | | | | | | | | | | |
| CLO 6 | | | | | | | | | | |
| CLO 7 | | | | | | | | | | |
| CLO 8 | | | | | | | | | | |

Courseware Structure: (Mark X where applies)

| <i>Lecture (Lect)</i> | <i>Multimedia (MM)</i> | <i>Exercise (Exer)</i> | <i>IT Labs (Lab)</i> | <i>Case Studies (CAS)</i> | <i>Group Assignment (Assign)</i> | <i>Group Presentation (G-Pres)</i> | <i>Any other Medium</i> |
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| X | X | | | X | X | X | |

COURSE CONTENTS:

| Weeks | Contents/Topics | ** Courseware Events (MM/ IT Lab/Case Study/ Assignment/ Presentation etc.) | Comments (if any) |
|----------------|---|---|--------------------------|
| Week-01 | Marketing: Creating Customer Value and Engagement | | |
| Week-02 | Partnering to Build Customer Engagement, Value, and Relationships | | |
| Week-03 | Analyzing the Marketing Environment | | |
| Week-04 | Managing Marketing Information to Gain Customer Insights | | |
| Week-05 | Consumer Markets and Buyer Behavior | | |
| Week-06 | Customer Value-Driven Marketing Strategy: Creating Value for Target Customers | | |
| Week-07 | Developing New Products and Managing the Product Life Cycle | | |
| Week-08 | Pricing: Understanding and Capturing Customer Value | | |

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| Week-09 | | Midterm Exam | |
| Week-10 | Marketing Channels: Delivering Customer Value | | |
| Week-11 | Engaging Consumers and Communicating Customer Value: Integrated Marketing Communication Strategy | | |
| Week -12 | Advertising and Public Relations | | |
| Week -13 | Personal Selling and Sales Promotion | | |
| Week-14 | Digital, Online, Social Media and Mobile Marketing | | |
| Week-15 | Sustainable Marketing: Social Responsibility and Ethics | | |
| Week-16 | Presentations | | |

**** Courseware Events column is subject to variations / appropriations**

Recommended Web links:

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Grading Criteria

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| <input type="checkbox"/> | ABSOLUTE Grading | <input type="checkbox"/> | RELATIVE Grading |
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Marks Distribution:

| Particulars | % Marks | *Weight Ranges |
|----------------------------------|------------|----------------|
| 1. Project +Viva or Presentation | 20 | 20 ~ 25 |
| 2. Quizzes | 5 | 3 ~ 5 |
| 3. Class Participation | 5 | 3 ~ 5 |
| 4. Midterm | 20 | 10 ~ 15 |
| 5. Final Exam | 50 | 50 ~ 50 |
| Total:- | 100 | 100 |

**Weight Ranges as defined in Flex*

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| <p>QUALIFYING ATTENDANCE</p> | <p>You must attend every class for your own personal benefit. Please refer to university policy of minimum attendance requirement (currently 6 absentes – 1.30 hrs (90 minutes) each class duration) . Failing to conform qualifying attendance threshold, the student will stand debarred from sitting in the examination and assigned with “F” Grade.</p> |
| <p>Academic and Moral Integrity:</p> | <p>All assignments should be your own work (or your group’s when approved). PLAGIARISM will be awarded with “F” grade and/or reported to the University for academic and moral misconduct. To protect yourself, ALWAYS PROVIDE REFERENCES!</p> |

Instructions / Suggestions for STUDENTS for satisfactory progress in this course:

FAST has a 100 percent attendance policy. However, students are allowed to sit in the final exam if they have at least 80 percent attendance.

Do not schedule other appointments during your lecture time, still If you miss a lecture; Ask for a copy of the lecture notes. Get a good, readable and reliable copy and work through it carefully and diligently.

Plagiarism in any part of the course can lead to an **F** in the whole course.

On average, most students should find at least three hours outside of class for each class hour for satisfactory learning.

Note: Counseling hours are displayed outside the doors of permanent faculty members for providing extra guidance to students. However, students are welcome to get help from the instructor at all times.

If you encounter academic difficulties in your course, do not wait, contact your instructor or advisor in designated counseling hours and seek appropriate levels of assistance to help resolve your academic apprehensions.

Inform your course instructor, advisor, administrator or staff person of your concerns and provide them with all relevant information on the challenges you are facing.

Read the objectives and learning outcomes well; students are expected to attain the intended learning outcomes.

Plan all of your activities; use the calendars, things to do list, reminders or other resources to help you keep track of important tasks, course assignments, quizzes, examination dates and deadline dates as well as your co-curricular activities.

Students unable to submit an assignment by the due date should discuss the matter in advance with the course instructor. At the instructor's discretion, late assignments may not be accepted. Where late assignments are accepted, a late penalty of 10% per day will be levied.

Assignments/ Activities: They are not meant simply for grades, but to reinforce your learning. Assignments are due on time. Each day late will lower your assignment grade by 10%. Apart from value of content, spelling, grammar, punctuation, and good presentation (printing and paper quality) will figure into your assignment grade.

Copying other students' work or allowing your own work to be copied, both are considered cheating.

You must logged in to your SLATE account at least once in every 24 hours for announcements, assignments, lecture notes and messages

Check NEON regularly for your attendance, and evaluations.

You need to enter the lecture room fully awake and able to devote your best concentration, for this go to bed at reasonable times and take optimum sleep.

Come to each lecture properly prepared, bring in last lectures' notes, text books, ball points/pencils, laptops and calculators etc

Use the few minutes you usually have before the start of each class to review the prior lectures' notes and homework. This will save us valuable in-class time to work on new material.

Chapters should be read and homework/exercises should be attempted before class.

Do not get behind. You are encouraged to work with other students.

The homework assigned is a minimum. You should always work extra hours on your own.

Develop a learning habit rather than memorizing; work in groups, whenever appropriate.

Apply the learned principles and gained knowledge; be creative in thinking.

To guard against errors, please keep copies of the papers you turn in and retain all graded assignments for your reference.

It is the responsibility and duty of students to become acquainted and abide by all the policies and rules of the FSB.

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| <p>SEPECIAL INSTRUCTIONS (Specific to the subject being taught)</p> | |
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