



## Lahore University of Management Sciences

### MKTG 201 – Principles of Marketing

Summer 2024

To understand how to navigate course outlines, consult: How to Use a Course Outline (<http://surl.li/gpvuw> )

Instructor	Komal Zain
Room No.	
Office Hours	After class
Email	Komal.zain@lums.edu.pk
Telephone	
Secretary/TA	
TA Office Hours	
Course URL (if any)	
Support Services	LUMS offers a range of academic and other services to support students. These are mentioned below, and you are encouraged to use these in addition to in-class assistance from course staff. For a complete list of campus support services available for you <a href="https://advising.lums.edu.pk/#supportservices">click here</a> (https://advising.lums.edu.pk/#supportservices)

Course Basics				
Credit Hours	3			
Lecture(s)	Nbr of Lec(s) Per Week	4	Duration	90 minutes
Recitation/Lab (per week)	Nbr of Lec(s) Per Week		Duration	
Tutorial (per week)	Nbr of Lec(s) Per Week		Duration	

Course Distribution	
Core	
Elective	Yes
Open for Student Category	Sophomores, Juniors & Seniors
Close for Student Category	Freshmen

COURSE DESCRIPTION
<p>This course aims to introduce fundamental concepts related to consumption marketplace (e.g. Market types, competitive landscape) and marketing tools (e.g. STP, marketing mix). Through this course, students will learn to apply marketing related theoretical knowledge to analyze existing marketplace problems and propose solutions. This course will enhance students' problem solving and decision-making abilities towards Marketing related issues using customer-centric approach.</p> <p>The course covers the following modules:</p> <p><b>Module 1: Defining marketing &amp; its processes</b></p> <p><b>Module 2: Understanding the marketplace &amp; consumer value</b></p> <p><b>Module 3: Designing a Customer value-Driven Marketing Strategy &amp; Mix</b></p>

COURSE PREREQUISITE(S)
<ul style="list-style-type: none"> <li>None</li> </ul>



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### COURSE OBJECTIVES

The course is designed to give students a broad overview of marketing principles by giving them an opportunity to think 'marketing' and to critically observe marketing landscape around them. Specifically, it aims to help students:

1. Understand 'why' marketing is important
2. Develop an in-depth understanding of fundamental marketing concepts, strategies and tools
3. Develop an 'analytical approach' for marketing issues in the local landscape

### Learning Outcomes

*Successful completion of the course means students are able to;*

1. *Understand & Demonstrate the relevance of marketing activities to practical situations*
2. *Critically analyze marketing problems and suggest relevant workable solutions*
3. *Develop new marketing ideas relevant to local culture*

### Grading Breakup and Policy

Assignment(s): 15%

Home Work:

Quiz(s): 20%

Class Participation: 10%

Attendance:

Midterm Examination:

Project: 30%

Final Examination: 25%

### Examination Detail

Midterm  
Exam

Yes/No: No  
Combine Separate:  
Duration:  
Preferred Date:  
Exam Specifications:

Final Exam

Yes/No: Yes  
Combine Separate:  
Duration: 2 hours  
Exam Specifications: Written comprehensive final exam with short questions testing students on application of concepts studied during 6 weeks.

### Campus supports & Key university policies

#### Campus Supports

Students are strongly encouraged to meet course instructors and TA's during office hours for assistance in course-content, understand the course's expectations from enrolled students, etc. Beyond the course, students are also encouraged to use a variety of other resources. (Instructors are also encouraged to refer students to these resources when needed.) These resources include Counseling and Psychological Services/CAPS (for mental health), LUMS Medical Center/LMC (for physical health), Office of Accessibility & Inclusion/ OAI (for long-term disabilities), advising staff dedicated to supporting and guiding students in each school, online resources (<https://advising.lums.edu.pk/advising-resources>), etc. To view all support services, their specific role as well as contact information click [here](https://advising.lums.edu.pk/#supportservices) (<https://advising.lums.edu.pk/#supportservices>).



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### Academic Honesty/Plagiarism

LUMS has zero tolerance for academic dishonesty. Students are responsible for upholding academic integrity. If unsure, refer to the student handbook and consult with instructors/teaching assistants. To check for plagiarism before essay submission, use [similarity@lums.edu.pk](mailto:similarity@lums.edu.pk). Consult the following resources: 1) Academic and Intellectual Integrity (<http://surl.li/gpvwb>), and 2) Understanding and Avoiding Plagiarism (<http://surl.li/gpvwo>).

### LUMS Academic Accommodations/ Petitions policy

Long-term medical conditions are accommodated through the Office of Accessibility & Inclusion (OAI). Short-term emergencies that impact studies are either handled by the course instructor or Student Support Services (SSS). For more information, please see Missed Instrument or 'Petition' FAQs for students and faculty (<https://rb.gy/8sj1h>)

### LUMS Sexual Harassment Policy

LUMS and this class are a harassment-free zone. No behavior that makes someone uncomfortable or negatively impacts the class or individual's potential will be tolerated.

To report sexual harassment experienced or observed in class, please contact me. For further support or to file a complaint, contact OAI at [oai@lums.edu.pk](mailto:oai@lums.edu.pk) or [harassment@lums.edu.pk](mailto:harassment@lums.edu.pk). You may choose to file an informal or formal complaint to put an end to the offending behavior. You can also call their Anti-Harassment helpline at 042-35608877 for advice or concerns. *For more information: Harassment, Bullying & Other Interpersonal Misconduct: Presentation* (<http://surl.li/qpvwt>)

COURSE OVERVIEW			
Lecture	Topics	Recommended Readings	Objectives/ Application
<b>Module 1: Defining marketing &amp; its process</b>			
1	Introduction to the course, marketing function, course outline and policies	What is Marketing?	Introduction to the course and Marketing (CLO # 2)
<b>Module 2: Understanding the marketplace and consumer value</b>			
2	Creating customer value & engagement.	Chapter 1	Understanding the value addition that a functional marketing department can add to organizational dynamics (CLO # 2, 4)
3	Company & marketing strategy: partnering to build customer engagement, value and relationships	Chapter 2	A brief holistic introduction to marketing elements which will subsequently be discussed in detail. (CLO # 2,3)
4	Analyzing the Marketing Environment	Chapter 3	Analyzing micro and macro (PLEST analysis) environments (CLO # 1)
5	Marketing Information and Customer	Chapter 4	Understanding how to 'listen' to



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	Insights	Reading: 5 tips on developing consumer insights by Brand Media Strategy	customers' voice (CLO # 1,2,3)
6	Consumer Markets & buyer behavior	Chapter 5	Introduction to consumer consumption marketplace (CLO # 1)
<b>Module 3: Designing a customer value driven strategy &amp; mix</b>			
7	Creating value for target consumers	Chapter 7 Case Study	Introducing STP (Segmentation, Targeting and Positioning) (CLO # 2, 3)
8	Products, services and brands: building consumer value	Chapter 8	To understand what are products/services and their relations to consumer needs (CLO # 2, 3)
9	Developing new products & managing product life cycle	Chapter 9	To understand the role of Test Marketing for new production and the evolution of strategy over a Product Life Cycle (CLO # 2, 3)
10	Understanding & capturing consumer value	Chapter 10 Case Study	To understand how true value translates for each individual customer in various circumstances.
11	Pricing strategies: additional considerations	Chapter 11	Introduction to important pricing concepts (CLO # 2, 3) To understand how pricing decisions are adapted to situations (CLO # 2, 3)
12	Engaging consumer & communicating customer value: IMC	Chapter 12	Introducing distribution (CLO # 2, 3)
13	<b>Guest Speaker Session</b>		
14 - 15	Engaging consumer & communicating customer value: IMC	Chapter 12	Introducing distribution (CLO # 2, 3)
16	Marketing channels: delivering consumer value	Chapter 13	To understand different roles played in the value chain by retailing & wholesale.



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<b>17</b>	Retailing & wholesaling	Chapter 14	To understand the most familiar IMC tool i.e. advertising (CLO # 2, 3)
<b>18</b>	Advertising & Public Relations	Chapter 15	To get an in depth understanding of the most familiar and visible tools of IMC i.e. advertising.
<b>19</b>	Personal selling & sales promotion	Chapter 16	To understand what are sales function and how they function differently from marketing (CLO # 2, 3) Direct, online , social media & mobile marketing
<b>20</b>	Personal selling & sales promotion	Chapter 17 Case Study	To understand what are sales function and how they function differently from marketing (CLO # 2, 3) Direct, online , social media & mobile marketing
<b>21</b>	Creating Competitive Advantage	Chapter 18	To understand how competitive pressures changes market situations and often force taking tough decisions (CLO # 1, 2, 4)
<b>22</b>	Creating Competitive Advantage	Chapter18	To understand how competitive pressures changes market situations and often force taking tough decisions (CLO # 1, 2, 4)
<b>23 - 24</b>	Course Revision and Project Presentations (CLO # 2, 3)		

### Textbook(s)/Supplementary Readings

The instructor will use the following text book in the class:

- Principle of Marketing 17<sup>th</sup> Global Edition: Philip Kotler, Gary Armstrong by Pearson.
- Case studies & supplementary reading material to be provided.