

~~V125~~

~~AUGUST 2023~~

Kotler and Armstrong,
Principles of
marketing, 14e)

~~Market~~

AUGUST 2023						
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"The Process by which Companies Create value for customers and build Strong customer relationships in order to capture value from customers in return."

Source: Kotler and Armstrong, Principles of marketing 14e).

Needs: States of felt deprivation

wants: The form of human needs take as they are shaped by culture and individual personality

Demand: Human wants that are backed by buying power.

Market offerings:

Some combination of products, services, information, or experiences offered to a market to satisfy a need or want.

Four P's of marketing

① Product ② Price ③ place

④ promotion

⑤ process ⑥ people ⑦ physical evidence

for Services
Industries
Evening

SEPTEMBER 2023

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صفر ۱۴۴۵ھ

AUGUST 2023

Market

"The set of all actual and potential buyers of a product or service".

↳ Business markets (B2B)

↳ Customer markets (C2C)

↳ online market

Wednesday 30

Thursday 31

Marketing Strategy

- ① Identify the customer need
- ② Choose your value Proposition
- ③ Design a consistent brand and message
- ④ Select your target audience
- ⑤ Select the marketing/social channel for your startup
- ⑥ Build your referral network.

Evening

V126

1 SEP 2023

SEPTEMBER 2023

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Relationship market:

Customer Relationship Management:

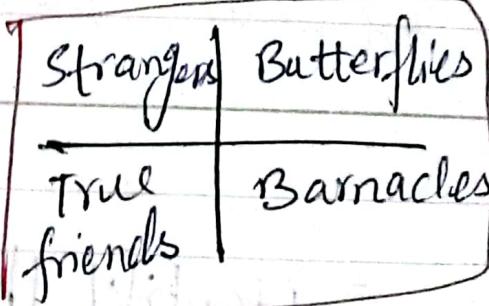
"The overall process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction."

Customer classification

Bases:

01 FRIDAY ↳ Potential Profitability

02 SATURDAY / 03 SUNDAY ↳ Projected loyalty



V127: Buzz marketing

"Creating a word-of-mouth or talk around product, service or experience that consumers view as authentic."

Evening

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OCTOBER 2023

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صفر ۱۴۴۵

SEPTEMBER 2023

128:

Guerrilla marketing (Levinson in his 1984 book)

"Strategy that focuses on low-cost unconventional marketing tactics that yield maximum results."

- ↳ Low cost unconventional marketing tactics
- ↳ Maximum customer engagement

Types of Guerrilla Marketing

سیا ۰۴
MONDAY

سیا ۰۵
TUESDAY

- ① outdoor Guerrilla Marketing
- ② indoor "
- ③ Event Ambush G" m"
- ④ Experiential G M

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صفر ١٤٢٥

SEPTEMBER 2023

Choosing the Right Segment and Target market.

Market Segmentation

Dividing a market into smaller segments with distinct needs, characteristics, or behavior that might require separate marketing strategies or mixes.

① Geographic Segmentation

06 WEDNESDAY

② Demographic Segmentation

07 THURSDAY

③ Psychographic

④ Behavioral

Market Targeting (Targeting)

The process of evaluating each market segment's attractiveness and selecting one or more segments to enter.

V130: choosing the right customer to serve

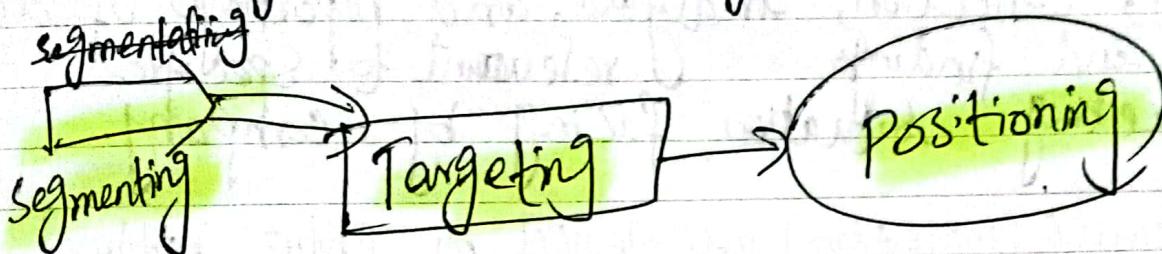
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Market Targeting

Choosing the right customer to serve while identifying needs and wants of your customers.

SEPTEMBER 2023

Evaluating the market segmentation.



- Size and growth
- Profitability
- Scale of economies
- competition

How to target a market?

SATURDAY 09 / SUNDAY 10

Marketing Targeting Strategies

- ① Single Segment Concentration
- ② Multi Segment Coverage Strategy
- ③ Product Specialization and multi segment coverage.
- ④ Full market coverage strategy
- ⑤ Multiple Segmentation Invasion Plan

Evening

V131:

How to conduct a market research?

- Knowledge and information is a resource.
- SEPTEMBER 2023

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Marketing Research:

marketing Research is systematic design, collection, analysis, and reporting of data and findings relevant to specific marketing situation facing by company.

(Source: marketing management by Philip Kotler)

Why Marketing Research:

① To Identify Problem

② To evaluate segment attractiveness

③ To evaluate a business opportunity

④ market survey for customers' preference

⑤ Product Preference Test

⑥ Sales forecasting

7. integrated marketing communication strategy evaluation

Evening

⑧ Evaluation competition

⑨ Price change

⑩ Product/market expansion

✓139

what is Price?

OCTOBER 2023

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"Price is the source of revenue"
 "of quality" price less
 " " September SEPTEMBER 2023

"The amount of money which is required and given in payment for buying something including product, service or experience."

"A value that will purchase a finite quantity, weight, or other measure of a good or service."

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V140: Pricing Strategies

WEDNESDAY 13

THURSDAY 14

① New Product Pricing Strategies

- Market-Skimming Pricing
- ② ~~Market Prices~~ → Market-Penetration Pricing.

② Psychological Pricing

- Reference Pricing
- Bundle Pricing
- multiple unit pricing
- every day low pricing.

③ Product-line Pricing Strategies

- Captive
- Premium

Evening

V144

Brand: Business Identity

صفر - ربيع الأول ١٤٢٣ھ

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what is Brand:

- A brand is an identifying symbol, mark, logo, name, word and/or sentence that companies use to distinguish their product from others.
- Legal protection given to a brand name is called a trademark.

15 FRIDAY

• Brand is a Business Identity

16 SATURDAY / 17 SUNDAY

Recognition and customer relations

V148

Legal form of Business

- ① Sole Proprietorship
- ② Partnership
- ③ Corporation (Public or Private)
- ④ Non-Profit organization

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SEPTEMBER 2023

sole Proprietorship:-

A business owned by one person, who bears unlimited liability for the enterprise.

Partnership:

"A Legal entity formed by two or more co-owners to carry on a business for profit."

① Partnership at will

MONDAY 18

② Partnership

TUESDAY 19

③ Limited partnership

V199

NGO

social welfare Department

~~Company~~ Company

company Registration in Pakistan

Evening

SECP (Securities and Exchange Commission of Pakistan).

Four types of company

20 SEPTEMBER

SEPTEMBER 2023

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① Single member company (Sme)

② Limited liability partnership (LLP)

③ Private limited company (LLC)

④ Public Company

20 WEDNESDAY

21 THURSDAY

V174 Globalization and entrepreneurship

"Globalization is a process of communication, interaction, exchange and integration of resources, culture, values, finance, skill, and knowledge among the individuals, businesses and governments of different nations."

Evening

V182 Business Ethics for entrepreneur

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Ethics is the branch of knowledge that defines the moral principles to deal with people and society.

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Business Ethics:

- "Business Ethics is the study of appropriate business policies and practices regarding potentially controversial subjects".
- "Some issues that come up in a discussion of ethics include corporate governance, insider trading, bribery, discrimination, social responsibility, and fiduciary responsibilities".

UNITE Y 22

SATURDAY 23 / SUNDAY 24

- "The law usually sets the tone for business ethics, providing a basic guideline that businesses can choose to follow to gain public approval."

Business written and/or unwritten codes of values, morals and principles of doing business.

V183 Business ~~that~~ Ethics:-

Types of ~~Business~~ Business ethics

- ① Trustworthiness
- ② Respect
- ③ Fairness

Evening