

Course Outline

FAST School of Management

National University of Computer & Emerging Sciences Lahore Campus



Course: Marketing Management			
Course code:	MG1002	Year/Semester:	Spring 2022
Program:	BS-CS	Units/Cr Hrs:	03 Credit Hours
Department:	FAST School of Computing	Instructor:	Fatima Habib
Course Type:	Elective	Email:	fatima.habib@nu.edu.pk
Pre-Requisite(s):	-	Phone:	(042) 111 128 128 Ext. 248
Prepared By:	Fatima Habib	Consultation Hours:	Tue 12:00 – 14:00 (or by email)
Approved By:		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. While reviewing different components of marketing mix and related concepts and strategies, marketing management guides entrepreneurs and business managers towards following the Marketing orientation in their organizations. 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. Students are expected to share their observations from local market practices in different areas as the course progresses.

COURSE OBJECTIVES

Upon successful completion of the course students should be able to:	
1	Understand the contribution of marketing in an organization
2	Enhance the knowledge about marketing theories, principles, strategies and concepts along with their application
3	Identify the opportunities to apply marketing concepts and theories to realistic marketing situations
4	Develop and communicate a carefully crafted marketing plan and strategies to the target audience

COURSE LEARNING OUTCOMES

LO#	Learning Outcome Statement	Program Objectives	Bloom's Taxonomy Level
LO1	Develop insightful understanding of the concept of marketing and each of the four elements of classical marketing mix	Critical thinking, Perspectives	Remember, Understand
LO2	Understand the markets and critically evaluate the main strategies of organizations and brands and should be able to think in terms of marketing mix	Critical thinking, Interaction, Marketing outcomes	Understand, Apply, Analyze
LO3	Understand the Segmentation, Targeting and Positioning of a brand. Critically evaluate the ethical dimensions of marketing activities of organizations in order to develop the ability to formulate socially responsible marketing programs	Ethics and Values, Perspectives, Indigenous management theory and practices	Apply, Analyze, Evaluate
LO4	Analyze Integrated Marketing Communications. Develop and communicate a marketing plan defending their strategy based on given contextual factors. Develop the skill to create and communicate a business idea through an elevator pitch.	Communication, Interaction, Perspective, Indigenous management theory and practices	Analyze, Evaluate, Create

LEARNING OUTCOME ASSESSTMENT STRATEGY

Assessment Tool	LO1	LO2	LO3	LO4
Project	20	20	20	70
Mid Term Exam 1	50	40	10	0
Mid Term Exam 2	0	0	50	10
Final Exam	30	40	20	20

* Percentages are meant to be viewed vertically.

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INDIGENOUS MATERIAL USED		
S. No	Material /Activity	Associated Topic
1	Semester Project	Develop and present a marketing plan while defending their strategies. It is a practical application of the learned concepts on an organization through a business idea and sharing learned experience with others. Use project to build networks – they provide truly valuable opportunities.
2	Guest Speaker Session	Guest speakers from the local market are invited to give talks on marketing activities they implement in their firms. The plan is to invite guest speaker to talk about understanding the marketplace and the customers.
3	Local & Foreign Case Studies	Students are given local case scenarios and case studies in the international business context with associated discussion and presentation activities

COURSE CONTENTS

LO / Session	Contents
Session 1	Introduction & Course Outline Discussions
LO1 Session 1 – 5	<u>Understanding Marketing</u> : 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 6 – 10	<u>Understanding the Marketplace and the Customers</u> : 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 – 17	<u>Consumer and Business Markets</u> : Business markets, buying behavior, institutional and government markets, market segmentation, market targeting, differentiation and positioning, products, services, and brands: building customer value.
LO3, LO4 Session 18 – 20	<u>Product & Pricing strategies</u> : 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 – 22	<u>Marketing Channels and Retailing</u> : Supply chains and value delivery network, channel behavior and organization, retailing, wholesaling.
LO2, LO4 Session 23 – 26	<u>Integrated Marketing Communication</u> : The promotion Mix, Integrated Marketing Communications, Communication process, setting the total promotion budget and mix, socially responsible marketing communication.
Session 27 - 28	Final Project Presentations & Review Sessions

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

** Sessions may also involve activities to enhance understanding

TEXTBOOK & REFERENC MATERIAL

Textbook:

- Philip Kotler & Kevin Lane Keller, *Marketing Management*, 14/15 edition. Pearson

Reference Books:

- Philip Kotler, Armstrong & Ehsan Ul Haq, *Principles of Marketing: A South Asian perspective*, 13th edition. Pearson.
- James H. Donnelly Jr. & Paul Peter J., *Marketing Management: Knowledge & Skills*, 8th edition. McGraw Hill.
- Jakki Mohr, Sanjeet Sengupta & Stanley Slater, *Marketing of High-Technology Products and Innovations*, 3rd Edition, Pearson.
- Edward Hasted, *Software That Sells – A Practical Guide to Developing and Selling Your Software Project*, Wiley Publishing Inc.

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ADMINISTRATIVE INSTRUCTIONS

GRADING POLICY

Grading Mechanism	Weight
Assignments and Quizzes	15%
Project	15%
Mid Term Exam 1	10%
Mid Term Exam 2	10%
Class Participation	10%
Final Exam	40%

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