

MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT  
BACHELOR IN BUSINESS ADMINISTRATION (BBA), SYLLABUS 2072 (2016)

---

<b>Course Title</b>		<b>Mareketing Management</b>
<b>Course Code Number</b>		<b>MGT 324</b>
<b>Year/Semester</b>		<b>I/II</b>
<b>Credit Hours</b>		<b>03</b>
<b>Course Objectives:</b>		
<b>Main Objective</b>		This Course is designed to introduce the Concepts and practices of Marketing. The course begins with identifying consumer needs and ends with positioning the product and service.
<b>Enabling Objectives</b>		<p>After completion of all the learning Units of the course, participants will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the Essentials Elements for Effective Marketing Practice by Introducing Foundation Terms and Concepts that are commonly used.</li> <li>• Develop a Solid Grass of the Language &amp; Vocabulary of Marketing and the important ways it is changing.</li> <li>• Comprehend Essentials Elements for Effective Marketing Practice by Introducing Foundation Terms &amp; Concepts that are Commonly Used in Marketing.</li> </ul>
<b>Learning Unit (LU)</b>	<b>Learning Hours (LH)</b>	<b>Contents</b>
<b>LU 1</b>	<b>LH 10</b>	<b>Introduction</b> Meaning and background of Marketing, Marketing Concept (Production, Product, Selling Marketing and Societal Marketing), Function and Process of Marketing, Analyzing Marketing Environment (Micro and Macro), Various Environmental Factors Affecting the Marketing Function, 7p's of Marketing.
<b>LU 2</b>	<b>LH 8</b>	<b>Consumer Behavior</b> Buyer Behavior, Buying Motives, Consumer's Purchase Decision Process, Market Segmentation and Target Marketing, Marketing Strategy, Market Structure, Marketing Mix, Definition of types of Channel, Channel Selection and Problem
<b>LU 3</b>	<b>LH 12</b>	<b>Product and Branding</b> Definition, Marketing Characteristics, Consumer Good, Industrial Good, Production Policy, Product Life Cycle (PLC), New Product Development Process, Product Line, Product Mix, Modification and Elimination, Packing, Developing New Products, Strategies, Positioning, Branding(Branding Decisions, Brand Image, Brand Identity, Brand Personality, Positioning and Leveraging the Brands, Brand Equity) and Packaging, Modern Methods of Branding (BTL and ETL).
<b>LU 4</b>	<b>LH 6</b>	<b>Pricing</b>

MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT  
BACHELOR IN BUSINESS ADMINISTRATION (BBA), SYLLABUS 2072 (2016)

---

		Definition, Pricing Policies, Approaches of Pricing, (Cost Based, Value Based and Competition Based Pricing) Factors Influencing Pricing Decisions, Competitors action to Price Changes, Multiproduct Pricing, Marketing Risks.
<b>LU 5</b>	<b>LH 12</b>	<b>Promotion and Supply Chain</b> Communication and Promotion Mix (Advertisement, Personal Selling, Sales Promotion, Direct Marketing and Public Relations), Relationship Management, Social Media Advertisement <b>Supply Chain Management:</b> Meaning, Concepts, Objectives, Role of Physical Distribution, Selection and Management of Distribution Channels
<b>References</b>		1. Philip Kotler and Gary ArmStrong (2001) Principle of Marketing, 11th Edition, Prentice Hall, India 2. Kotler, ArmStrong, Agnihotri and Haque (2010), Principles of Marketing- A South Asian Perspective, 13 <sup>th</sup> Edition, Pearson Education. 3. Kotler, Koshi Jha, (2009) Marketing Management, 13 <sup>th</sup> Edition, Pearson Education. 4. Kumar, Arun and Meenakshi N., (2009), Marketing Management, Vikas Publishing House.

Net Contact Hour is 48 excluding the exams and tests.

evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination