



Spring Term

Basic Information:

Title:	Principles of Marketing	Code:	MKTG 280
Program:	BBIT (Marketing Major)	Credit Hours:	Three (03)
Sessions:	30 Classes + Mid Term + Final Term	Pre-Requisite:	None

Course Description:

This course is designed to provide the basic exposure and knowledge to understand the Marketing principles and concepts. The students will examine issues and concepts pertaining to marketing including: Marketing Environment, Consumer Behavior, Marketing Research, Competitive Strategies, and Marketing Mix including Product, Price, Place & Promotion. Throughout, we explore the tools of marketing with emphasis on customer's and reseller's behavior in diversified situations and circumstances with reference to Selling, Branding, Services and CRM perspectives.

Learning Outcomes:

After the completion of this course, it is expected that students who will involve themselves in the knowledge base working of the course will be capable:

- ✓ *To familiarize students with the marketing concepts, ideas, processes and trends.*
- ✓ *To provide students with tools to apply marketing principles in real life situations*
- ✓ *To motivate students to develop and present creative marketing ideas via effective presentations*

Teaching Learning Methodology:

The formal teaching component of this course consists of active student participation in and contribution to all forms of teaching and learning i.e. lectures, discussions, presentations, research assignments, Business Games and projects. Lectures will be twice a week of 90 min each.

Group Configurations:

One of the objectives of this course is to encourage and facilitate teamwork. Class will have to make a group of four/five for projects and research assignments. It is recommended that student will form their own groups. As a general guideline, your group should have members with diverse skill sets including people who are proficient or have aptitude for different subject areas.

Weekly Term Plan

Wk	Lecture Topic
01	<i>Marketing Definitions and Fundamental Concepts</i>
02	<i>Marketing Personality and Marketing Gurus</i>
03	<i>Marketing Environment and Stakeholders</i>
04	<i>Basic Marketing Models and Strategies</i>
05	<i>Market Research and Consumer Behavior</i>
06	<i>Introduction to the Marketing Mix</i>
07	<i>Product Development and Branding</i>
08	Mid Term Examination
09	<i>Pricing Strategies</i>
10	<i>Placing Strategies</i>
11	<i>Promotional Mix and IMC Strategies</i>
12	<i>Services Marketing</i>
13	<i>Industrial Marketing and Global Marketing</i>
14	<i>Internal Marketing</i>
15	<i>Advanced Topics and Future Directions in Marketing</i>
16	Final Term Examination



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Topics in Detail

No Topic	
01	<i>Introduction to the Field of Marketing</i>
02	<i>Basic Definitions, Concepts and Applications</i>
03	<i>The Marketing Personality</i>
04	<i>The Business Communications and Presentations in Marketing</i>
05	<i>The Marketing Gurus</i>
06	<i>Marketing Environment</i>
07	<i>Marketing Models</i>
08	<i>Marketing Research</i>
09	<i>Consumer Behaviour</i>
10	<i>Marketing Mix: Introduction</i>
11	<i>Product Development, PLC and Branding</i>
12	<i>Pricing Strategies</i>
13	<i>Placing Strategies and Value Chain</i>
14	<i>Promotional Mix</i>
15	<i>Advertising and Social Media Marketing</i>
16	<i>Services Marketing</i>
17	<i>Industrial Marketing</i>
18	<i>International Marketing</i>
19	<i>Internal Marketing</i>
20	<i>Final Term Examination</i>

Text & Recommended Readings

- Principles of Marketing,*
Philip Kotler and Armstrong Gary,
Pearson_17th ed.
- Marketing Management*
Philip Kotler and Kevin Keller
Pearson_16th ed.

Assignment Specification

<i>Microsoft Word for Documentation</i>	
<i>Headings</i>	<i>Arial 11pt Bold</i>
<i>Normal Text</i>	<i>Times New Roman 10pt</i>
<i>Header Footer</i>	<i>Times New Roman 8pt</i>
<i>Paragraph</i>	<i>Single Line Spacing</i>
	<i>First Line Indent 1.0 cm</i>
<i>Page Margins</i>	<i>2 cm from each side</i>

Assignments/ Research Projects

No	Title	Due Date
A-01	<i>The Marketing Gurus</i>	<i>2nd Class of 3^r Week</i>
A-02	<i>Marketing of a Failure Product/Service</i>	<i>2nd Class of 6th Week</i>
A-03	<i>Dream Start Up Business's Marketing Strategies</i>	<i>2nd Class of 9th Week</i>



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Grading Policy:

Final Grade for this course will be the cumulated result of the following term work with relevant participation according to the quoted percentage.

Sessional	25%		Mid Term	35%		Final Term	40%
Assignments	15 %		Mid Term Exam	35%		Final Exam	40%
Quizzes	10%						

Remember subdivision of Mid Term and Final Term Examination should be done only in case of very essential and major Grading Instruments.

Dishonest Practices & Plagiarism

Any student found responsible for dishonest practice/cheating (e.g. copying the work of others, use of unauthorized material in Grading Instruments) in relation to any piece of Grading Instrument will face penalties like deduction of marks, grade 'F' in the course, or in extreme cases, suspension and rustication from IBIT.

For details consult Plagiarism Policy of the University at <http://pu.edu.pk/dpcc/downloads/Plagiarism-Policy.pdf>

Grading System:

Letter Grade	Grade Point	Num Equivalence
A	4.00	85 – 100 %
A-	3.70	80 – 84 %
B+	3.30	75 – 79%
B	3.00	70 – 74 %
B-	2.70	65 – 69 %
C+	2.30	61 – 64 %
C	2.00	58 – 60 %
C-	1.70	55 – 57 %
D	1.00	50 – 54 %
F	0.00	Below 50 %
I	Incomplete	*
W	Withdraw	*

Norms to Course:

- ✓ *Submission Date and Time for the term instruments is always **Un-Extendable***
- ✓ *5 Absentees in class will be result in forced withdrawal. (PU Policy)*
- ✓ *Re-sit in Mid and Final Term will cause you a loss of 2 and 3 grade marks respectively. (PU Policy)*
- ✓ *This is your responsibility to keep track of your position in class evaluation units.*
- ✓ *After the submission date, NO excuse will be entertained.*
- ✓ ***Keep a copy of all submitted Grading Instruments.***
- ✓ *Assignment is acceptable only in its Entirety.*
- ✓ *No make up for any assignment and quiz.*
- ✓ *Copied & Shared work will score Zero.*
- ✓ *Assignments are Individual.*

Good Luck
 For the Spring Term