



The Islamia University of Bahawalpur

Department of Management Sciences

Course Outline

Course:	Marketing Management	Semester	Spring 2020
Course Code		Class & Session	BBA 5 th
Instructor	Awais Hassan	Contact	Awaishassan_bukhari@hotmail.com
Pre-Requisite(s)	Principle of Marketing	Office Visiting Hours	

COURSE DESCRIPTION

Marketing Management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value. Marketing management seeks to meet organizational objectives by effectively satisfying customers in a dynamic environment. This course provides an overview of marketing processes and marketing principles, and provides students with the opportunity to apply the key concepts to practical business situations.

Course Learning Outcomes

At the end of this course students should be able to:		Level of learning
CL01	Discuss ethical reasoning in marketing decision making	C-2
CL02	Ability to write effective report on marketing related Issues	C-3
CL03	Carryout work effectively within teams	C-3
CL04	Development of innovative marketing strategies	C-4
CL05	Ability to understand Marketing Management concepts	C-5
CL06	Enable the students to describe the role of marketing in a firm and the relationships between marketing and the other functional areas of business	C-6

PLO/CLO Assessment Items Matrix

PLOs	CLOs	Focus
PLO1: Moral and Ethical Reasoning/Orientation	CLO1	Case studies, Seminars
PLO2: Critical/Analytical Thinking and Decision-Making Skills	CLO4	Group Project, Case studies
PLO3: Communication Skills	CLO6	Discussions/debates, presentations, sales pitch, panel discussion
PLO4: Leadership and Teamwork	CLO5	Group Projects/Assignments
PLO5: Application of Information Technology	CLO6	Integrated Marketing Communication Digital Marketing
PLO6a: Business/Subject Specific Knowledge	CLO7	Basic definitions, concepts and models Integrated Marketing Approach

SESSION / WEEK WISE DETAILS:

Session	Activity	Discussion Themes	CLOs
Session 1&2	Discussion	Introduction to Marketing Plan Management	CLO5
Session 3&4	Discussion	Defining Marketing For The Twenty- First Century <ul style="list-style-type: none">• The Importance of Marketing• The Scope of Marketing• Core Marketing Concepts• Company orientation towards Market Place	CLO3,CLO5
Session 5&6	Discussion/ Case study	Developing Marketing Strategies and Customer Driven Strategies Case : Coca Cola and Pepsi Customer Driven Strategies	CLO2
Session 7&8&9	Discussion / Case study	Conducting Marketing Research. Case : TESCO	CLO4
Session 10&11	Discussion/ Case study	New Product Innovation Case study: First to market and first to mindshare	CLO1,CLO3
Session 12&13	Discussion/ Case study	Targets <ul style="list-style-type: none">• Levels of Market Segmentation Segment Marketing Niche Marketing Local Marketing• Bases for Segmenting Consumer Markets Geographic Segmentation Demographic Segmentation Psychographic Segmentation Behavioral Segmentation• Evaluating Segmentation Criteria• Evaluating and selecting the market segments• Case: Reckitt & Benckiser: Developing a laundry Care category	CLO4, CLO6
Session 14		First Mid Term	
Session 15,16, 17 and 18	Discussion/ Case study/Project	Designing and Managing Integrated Marketing Communication <ul style="list-style-type: none">• The role of Marketing Communication• The communication Process Models• Project: Blood donation	CLO4,CLO6

		Case study : Is advertisement is more effective when people like the ads? Case study: social media is for brand not for people	
Session 19,20 and 21	Discussion/ Case study	3 P's of Services	CLO2,CLO4
Session 22	Discussion/ Project	Crafting the Brand Positioning. Developing and Communicating a Brand Positioning Strategy Identifying Optimal Points of Difference and Points of Parity, Brand Mantras Differentiation Strategies Product Lifecycle Product Lifecycle Marketing Strategies	CLO4,CLO5
Session 23&24	Discussion/ Case study	Setting Product Strategy The Product characteristics & classification Product Levels : The customer value hierarchy Product Classification Product Service differentiation Product and Brand Relationship Product Systems & Mixes Product Mix Pricing	CLO6
Session 25&26	Discussion/Case study	Managing Retailing, Wholesaling, and Logistics Types of Retailers New Models for success Trends in Retailing House of Brands The Private Label Threat Wholesaling Push Strategy & Pull Strategy	CLO1,CLO3, CLO4
Session 28&29	Presentation	Project Presentations	
Session 30		Final Examination	

EVALUATION

1.	Assignments	20%
2.	Group Presentations	05%
3.	Quizzes	05%
4.	Mid term	30%
5.	Final Examination	40%

I- Recommended Books:

1. Marketing Management by Philip Kotler & Kevin Lane Keller (14thed/latest edition)

II- Reference Books/ Material

2. Marketing Management by J Paul Peter, James H. Donnely. Jr, (6th Edition.

III- Electronic Materials, Web Sites etc.

3. www.brandsynario.com; www.aurora.dawn.com;www.youtube.com

IV- Other Learning Material (such as computer-based programs/CD, professionalstandards/regulations)

PowerPoint lecture presentations, assignments and other required readings will be shared in class