



## QURTUBA UNIVERSITY

Of Science and Information Technology

D.I Khan, Peshawar Khyber Pakhtunkhwa, Pakistan.

<b>Course Name</b>	<b>Fundamentals of Marketing</b>
<b>Course Code</b>	<b>MKT203</b>
<b>Semester</b>	<b>Third</b>
<b>Credit Hours</b>	<b>03</b>
<b>Total Weeks</b>	<b>16/18</b>
<b>Total Hours</b>	<b>48/54</b>
<b>Total Marks</b>	<b>100</b>
<b>Pre-requisite</b>	<b>None</b>

### Course Objectives

- This course gives the students a comprehensive, innovative, managerial and practical introduction to marketing. Specifically, how to use the different concepts in developing marketing strategies and performing marketing analysis, Customer analysis, company analysis and competitor analysis. It also gives an insight to make students familiar with the concept of Marketing Mix (product, pricing, promotion, and distribution strategies) It also enhances the students problem solving and decision making abilities by learning how to leverage strategic marketing analysis to inform tactical marketing mix decisions while providing you with a comprehensive framework to evaluate marketing decisions and to create successful marketing initiatives. This course also expands your knowledge of the marketing industry while increasing your awareness of the strategic and tactical decisions behind today's top performing brands.

### Grading Criteria

<b>Distribution</b>	<b>Weight</b>
Quizzes, Assignments, and class participation	10
Mid Term	20
Final Term	70
Total	100

### Recommended Books

- Phillip Kotler 11<sup>th</sup> Edition
- Stanton Etzel 1998 Principles of marketing "M.G. Hill"



	<ul style="list-style-type: none"> <li>➤ Function of facilitating agencies</li> <li>➤ Channel integration</li> <li>➤ Behavior of channels members</li> </ul>
<b>11</b>	Review of topics Covered during Week No. 5, 6 & 7 Quizzes, Presentations, Groups Discussions Case Studies
<b>12&amp;13</b>	<ul style="list-style-type: none"> <li>➤ Promotion Decisions</li> <li>➤ The role of promotion</li> <li>➤ Promotion and communication process</li> <li>➤ The promotion mix</li> <li>➤ Cost and availability of promotional methods</li> </ul>
<b>14&amp;15</b>	<ul style="list-style-type: none"> <li>➤ Pricing Decisions</li> <li>➤ The nature of Price</li> <li>➤ Price and non-price competition</li> <li>➤ Pricing objectives</li> <li>➤ Factors affecting pricing decisions</li> <li>➤ Pricing for Industrial markets</li> </ul>
<b>16</b>	<ul style="list-style-type: none"> <li>➤ Review</li> <li>➤ Case studies</li> </ul>
<b>Two Assignments + Two Test+ Presentation</b>	
<b>Final Term</b>	

### Learning Outcomes:

- Be familiar with the basic elements of the marketing mix and to provide a framework to evaluate marketing decisions and initiatives
- Understand how organizations identify customers and their wants/needs.
- Comprehend marketing decisions, based upon the combination of product, price, promotion, and distribution elements.
- Understand Consumer and industrial markets and understand the value of the marketing mix in the marketing planning process.