



QURTUBA UNIVERSITY

Of Science and Information Technology

D.I Khan, Peshawar Khyber Pakhtunkhwa, Pakistan.

Course Name	Marketing Management
Course Code	MKT301
Semester	Second
Credit Hours	03
Total Weeks	16/18
Total Hours	48/54
Total Marks	100
Pre-requisite	None

Course Objectives

This course of Marketing management introduces the concepts, principles and activities used in the analysis, development, implementation and control of marketing programs. Students will learn how to evaluate marketplace potential and risk from the perspective of the firm's unique ability to develop and deliver goods and services. This course also helps explore the principal concepts and tools of contemporary marketing management, from market segmentation and product positioning to the design of distribution channels and communications strategy, in order to maximize the value delivered to customers.

Grading Criteria

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

Recommended Books

- Marketing Management Analysis, Planning, Implementation and control (Ninth Edition) By Philip Kotler.

WEEK WISE BREAKDOWN

Week	Description
1	MARKKETING CORE CONCEPTS ◇ Needs, wants & demands ◇ Products (goods, services & ideas) ◇ Value cost and satisfaction ◇ Relationship & network ◇ Marketers & prospects
2	MARKETING MANAGEMENT ◇ Company orientation towards the market place ◇ Production concept ◇ Product concept
3	SELLING CONCEPT ◇ Marketing concept ◇ Societal marketing concept
4	SCANNING THE MARKETING ENVIRONMENT ◇ Macro environment force s ◇ Demographic environment ◇ Economic environment ◇ Natural environment
5	TECHNOLOGICAL ENVIRONMENT ◇ Political / legal environment ◇ Social / cultural environment
6	MAJOR FACTORS INFLUENCING BUYING BEHAVIOR ◇ Cultural factors ◇ Social factors ◇ Personal factors ◇ Psychological factors
7	THE BURYING PROCESS ◇ Buying roles ◇ Buying behavior ◇ Stages in buying decision process
8	TOOLS FOR COMPETITIVE DIFFERENTIATION ◇ Product differentiation ◇ Service differentiation
	Two Assignments + Two Test Mid Term Exam
9	PERSONAL DIFFERENTIATION ◇ Channel differentiation ◇ Image differentiation
10	MANAGING THE NEW PRODUCT DEVELOPMENT PROCESS Consumer adoption process
11	CHANNELS ◇ Channels design decisions ◇ Channels management decisions

12	RETAILERS ◇ Retailing ◇ Types of retailers
13	WHOLESALEERS ◇ Wholesalers ◇ Types of wholesalers
14	DEVELOPING AND MANAGING AN ADVERTISING PROGRAM ◇ Setting an advertising objective ◇ Deciding an advertising budget ◇ Choosing the advertising message ◇ Deciding on media ◇ Evaluating advertising effectiveness
15	MEANING OF SALES FORCE ◇ Designing the sales force ◇ Sales force objectives ◇ Sales force strategy ◇ Sales force structure ◇ Sales force size ◇ Sales force compensation
16	MANAGING THE SALES FORCE ◇ Recruiting & selecting sales representatives ◇ Training sales representatives ◇ Supervising sales representatives ◇ Motivating & evaluating sales representatives
	Two Assignments + Two Test+ Presentation Final Term

Learning Outcomes:

- Describe key marketing concepts, theories and techniques for analyzing a variety of marketing situations.
- Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.
- Use written formats to communicate marketing outcomes.
- Apply the introduced conceptual frameworks, theory and techniques to various marketing contexts.
- Analyze the relevance of marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices.