

MKT 201: Principles of Marketing

School of Business Studies, IBA Karachi

Program	BBA/BSAF
Department Offering	Marketing
Class ERP Number	
Faculty	Muhammad Kamil Yousuf

Class details			
Class Days, Timing and Room	<u>Session Days</u>	<u>Time</u>	<u>Classroom</u>
Session Days	Saturday	10:00 am To 12:45 am	MCC-13 (G-26), AMAN CED
Credit Hours	3 Credit Hours		
Email	kyousuf@iba.edu.pk		
Counselling hrs	After 5 pm Monday to Thursday		

Course Description
<p>Principles of Marketing focuses on the marketing process, its fundamental functions and the institutions implementing these functions. This course closely examines how to create and capture customer value, what motivates consumers, how to address their motivations, what strategies can be employed to retain their loyalty and other related aspects of marketing.</p> <p>The theoretical perspectives of marketing along with practical implications will be presented. Topics will include the understanding of the marketing process, developing marketing opportunities and strategies, developing the marketing mix, and integrated marketing communications. Numerous examples and small case studies will be used to highlight the most relevant topics & issues.</p> <p>The primary mode of teaching will be lecture-based sessions integrated with case discussions & real life examples & applications. However, a healthy discussion-cum-dialogue is not only welcome - it is highly recommended. Students are encouraged to actively participate in constructive class discussions</p>

BBA Program Learning Goals
<p>1. Knowledge of Business & Management Students will be able to demonstrate a foundational understanding of core business functions.</p>
<p>2. Critical Thinking: Students will be able to critically analyze and evaluate information in business context</p>
<p>3. Communication and Teamwork: Students will be able to communicate effectively and collaborate within teams to achieve desired objective</p>
<p>4. Ethical Reasoning and Social Responsibility: Students will be able to analyze ethical dilemmas and understand legal and regulatory frameworks in business</p>
<p>5. Technology and Information Literacy: Students will be able to leverage technology and information resources to analyze data and communicate effectively in the business context</p>

Course Learning Outcomes (CLOs)

1. Define and describe key marketing concepts such as the marketing mix (4Ps: Product, Price, Place, Promotion), market segmentation, targeting, and positioning (STP). (PLO 101)
2. Analyze consumer behavior patterns and how they affect marketing strategies.
3. Communicate marketing concepts and strategies clearly and persuasively in both written and oral forms.
4. Conduct research using online databases and resources to gather relevant marketing information. (PLO 502)
5. Evaluate the credibility and relevance of information sources for marketing decision-making. (PLO 502)
6. Create awareness of inequality-related issues and strategies for dealing with them

AOL Assessment Mapping

PLO mapped: The course is mapped with BBA PLO 101 and AOL assessment will take place for PLO 101
Assessment Tool: A standardized question in the Final Examination for PLO 101

Teaching and Learning Methodology

1. Students are encouraged to read the topic prior to the lecture.
2. The pedagogy used for the course will be a combination of:
 - a) Self-Study
 - b) Live cases/ campaigns/ guest speaker sessions
 - c) Oral case discussion
 - d) Short Ads/Videos and their discussion
 - e) In Class Assignments
 - f) Slides
 - g) Readings (online and from the recommended text)
 - h) Presentations
 - i) Exams

Course Learning Outcomes mapped to Program Learning Objectives

Program Learning Goals	Knowledge of Business & Management	Critical Thinking	Communication and Teamwork	Ethical Reasoning and Social Responsibility	Technology and Information Literacy
Course Learning Outcomes					
1	PLO 101				
2					
3					
4					502
5					502

Readings	Session Topic
Chapter 1	Marketing: Creating and Capturing Customer Value
Chapter 2	Company and Marketing Strategy: Partnering to Build Customer Relationships
Chapter 3 and 18	Analyzing the Marketing Environment
Chapter 4	Managing Marketing Information to Gain Customer Insights
Chapter 5	Consumer Markets and Consumer Buyer Behavior
Chapter 6	Business Markets & Business Buying Behavior
Chapter 7	Customer Value-Driving Marketing Strategy : Creating Value for Target Customers
Chapter 8	Products, Services and Brands: Building Customer Value
Chapter 9	New Product Development and Product Life Cycle Strategies
Chapter 10	Pricing: Understanding and Capturing Customer Value
Chapter 11	Pricing Strategies
Chapter 12	Marketing Channels: Delivering Customer Value
Chapter 13	Retailing and Wholesaling
Chapter 14	Engaging Consumers and Communicating Customer Value: IMC Strategy
Chapter 15	Advertising and Public Relations
Chapter 16	Personal Selling and Sales Promotion
Chapter 17	Direct and Online Social Media and Mobile Marketing

Text Material

Principles of Marketing: 18th International Edition
 Philip Kotler and Gary Armstrong

Important Dates

1. **Midterm Exam, October 7-12 2024**
2. **Mid semester break October 14-19**
3. **Semester ends last class Saturday December 14**
4. **Final Term Exams December 16-31**
5. **Results Submission deadline Wednesday January 15**

Prerequisite Skills and Knowledge to take this Course

Be comfortable with using technology for learning

Semester Grading Plan:

Term Project Module Submissions <i>Refer to the term project guidelines</i>	20
Class/Home Assignment <i>Group Assignment: Retail Visit Audit (details will be shared)</i>	15
Class Discussion/Participation <i>After every 3 sessions students will be marked and grades will be shared</i>	10
Quiz	15
Mid Term Examination	20
Final Exam	20

Technology & Innovation

- All course materials will be posted on LMS and grades will be posted on ERP. Students are responsible to stay updated on these platforms.
- For discussions and course related queries please join the class Whatsapp group and avoid sending direct messages

Experiential Learning Exposure(s)

Market visit and hands on assignment

Social Contribution / Impact

Create awareness of inequality-related issues and strategies for dealing with them

Academic Conduct

IBA policy

Attendance Policy

Punctuality is A Must any student exceeding 2 double session misses will not be allowed to sit in the exam

Plagiarism Policy

IBA policy
Withdrawal Policy
IBA policy

Assessments and Grading Scheme		
Assessment	Due Date	Remarks
Project	Ongoing	Project will be done in groups of 4-5, refer below.
Quizzes	Ongoing	The quizzes may be in advance or from the previous topic. There will be a perfect zero if you miss the quiz
Assignments	Ongoing	Deadline to be decided (right after semester break-----)
Midterm and Final Exam Paper	Exam Weeks	There are two exams of 20+20 weightage

For Group Work
<p>Students are required to work in teams of 4 to 5</p> <p>When working as a group, students are reminded of the following expectations to their behavior and contributions to the project: Each team member is expected to:</p> <ul style="list-style-type: none"> • Treat other members with courtesy and respect; • Establish a positive and productive team dynamic; • Contribute substantially and proportionally to the final project; • Ensure enough familiarity with the entire contents of the group project/assignment so as to be able to sign off on it as original work; • Meet the project timeline as established by the team.