

# KARACHI UNIVERSITY BUSINESS SCHOOL

## UNIVERSITY OF KARACHI

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|-------------------------|-------------------------------|
| <b>BBA – VI (Hons.)</b> |                               |
| <b>Course Title</b>     | <b>: MARKETING MANAGEMENT</b> |
| <b>Course Number</b>    | <b>: BA (H) – 532</b>         |
| <b>Credit Hours</b>     | <b>: 03</b>                   |

### Objective

The objective of this course is to give students a detailed and advanced overview of Marketing, as the basic concepts have already been discussed in the “Principles of Marketing” course. As the title “Marketing Management” suggests that Marketing cannot be separated from Management. To be a successful marketer, knowledge of handling strategic and tactical management issues is necessary. This course is intended to emphasize on the application of marketing concepts and tools along with the decision making process. Here the students will learn how to analyze and measure total market demand and winning customers through market oriented strategic planning, keeping in mind the competitors moves. Major decisions about product, branding, price, channel systems and productions will be emphasized.

### Course Contents

#### **1. Marketing : An Overview**

- 1.1 Importance and Scope of Marketing
- 1.2 Understanding Marketing Management
- 1.3 Social Responsibility of Marketing
- 1.4 Company Orientations Toward the Market Place

#### **2. Building Customer Satisfaction, Value and Retention**

- 2.1 Attracting and Retaining Customers
- 2.2 Delivering Customer Value and Satisfaction
- 2.3 Company Profitability and total Quality Management

#### **3. Winning Markets Through Market Oriented Strategic Planning**

- 3.1 Corporate and Division Strategic Planning
- 3.2 Establishing Strategic Business Units
- 3.3 Analyzing Business Portfolio

#### **4. Gathering Information and Measuring Market Demand**

- 4.1 Internal Records System
- 4.2 Marketing Intelligence, Research and Decision Support System
- 4.3 Forecasting and Demand Management

## **5. Scanning the Marketing Environment**

- 5.1 Analyzing Micro and Macro Environment Factors
- 5.2 SWOT Analysis

## **6. Buyer Behavior Analysis**

- 6.1 Factors Affecting Buying Behavior
- 6.2 Buying Decision Process
- 6.3 Buying Objectives and Structures of Organizational Markets

## **7. Dealing with the Competition**

- 7.1 Identifying and Analyzing Competitors
- 7.2 Designing Competitive Intelligence System
- 7.3 Competitive Strategies

## **8. Segmenting, Targeting and Positioning Strategies**

- 8.1 Levels and Patterns of Market Segmentation
- 8.2 Market Targeting
- 8.3 Developing and Communicating a Positioning Strategy

## **9. Product, Branding and Services Strategy**

- 9.1 Product Mix and Product Line Decisions
- 9.2 Brand Decisions
- 9.3 Marketing Strategies for Service Firms

## **10. Developing Price Strategies and Policies**

- 10.1 Selecting Pricing Objectives
- 10.2 Analyzing Competitors Costs, Prices and Offers
- 10.3 Selecting Pricing Method
- 10.4 Product Mix Pricing
- 10.5 Promotional and Discriminatory Pricing

## **11. Marketing Channel Systems**

- 11.1 Channel Functions and Flows
- 11.2 Channel Design and Management Decisions
- 11.3 Retailing and Wholesaling



## **12. Managing Integrated Marketing Communications**

12.1 The Communication Process

12.2 Determine Communication Objectives

12.3 Select the Communication Channels

12.4 Establishing the Total Marketing Communications Budget

12.5 Factors in Setting the Marketing Communications Mix

### **Recommended Books**

1. Kotler Philip, Marketing Management, Prentice Hall, 2006.
2. Sheth Jegdesh and Garrett Dennis E., Marketing Management: A Comprehensive Reader, South Western Publishing, 2003.

